

No.
290
October
1989

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IN THIS ISSUE
WE **SLIME** GHOSTBUSTERS II



SAM
VIVIANO



WHEN YOU THINK OF GREAT AMERICAN SPORTS, YOU THINK OF...

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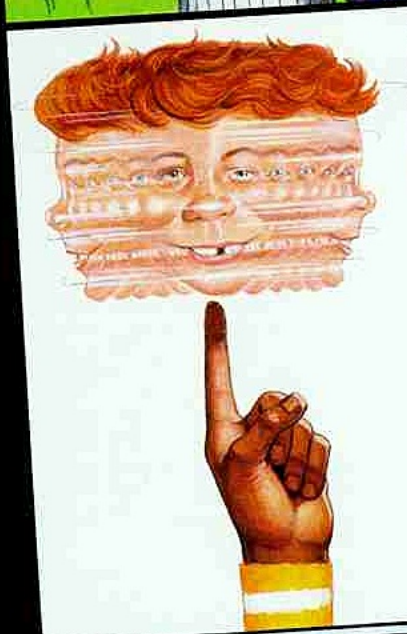
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MAD

"The trouble with learning from experience is that you get the test before the lesson!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: SAM VIVIANO

BACK COVER PHOTOGRAPHER: IRVING SCHILD

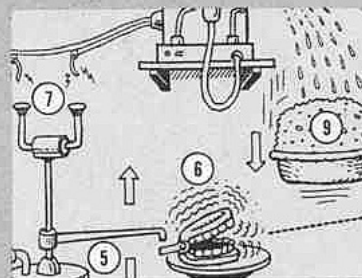
MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$11.75 or 24 issues \$29.75 or 40 issues \$46.75. Outside U.S.A.: 8 issues \$15.25 or 24 issues \$38.75 or 40 issues \$59.75. Entire contents copyright © 1989 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

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BUSTERS II"
(A MAD
MOVIE
SATIRE)
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MAD'S
MODERN
RUBE
GOLDBERG
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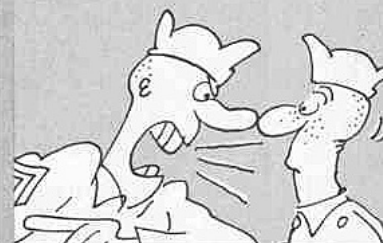
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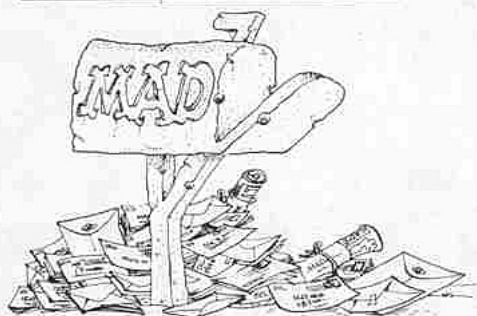
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USE COUPON OR DUPLICATE



DOUBLE VISION-IN REVERSE?

You dopes!! In your satire "Twinge" (MAD #288), you got the names mixed up. In *Twins*, Danny DeVito was Vincent and Arnold Schwarzenegger was Julius. In your version it was the other way around. Face it, you guys screwed up!

Charlie Coniglio
Yardley, PA

Hey, cut us some slack! So we had trouble telling them apart... They were TWINS, remember?!—Ed.

BOOK MOCKS

I cut out the MAD "Squashed Bug Collection" bookmark from the back cover of issue #287 and put it in my school reading textbook. My teacher saw it and the next thing you know I was scraping dead bugs off the window in our classroom after school. You can have your crummy bookmark back, you morons!

Josh Timken
Boulder, CO

Scraping dead bugs off of windows? Terrific! And they say our schools aren't teaching students skills they can use to get jobs when they graduate (or in your case, drop out)!—Ed. PhD.

EXXON MARKS THE SPOT



Chuck Brutz of Pittsburgh, PA sent us this recent cartoon from the Pittsburgh Press. To see what we think of Exxon, sneak an oily peek at our back cover!

"SHORTS" SUBJECT

Who's the hunk with the cool shorts and the great bod on "MAD Shorts" (Super Special #68)?

Homer "Scooter" Gonzalez
Rochester, NY

"Scooter" Gonzalez? Weren't you a Warner Bros. cartoon character back in the 50's? Say hi to Pepe LePew for us!—Ed.

Who's the fat slobbo on the cover of your Fall '89 "MAD Shorts" Super Special?

Leslie Deppert
Punta Gorda, FL

The stomach you refer to belongs to none other than respected Oscar winner Robert DeNiro, who, as he did in "Raging Bull" and "The Untouchables," bloated up 87 pounds to pose for our cover. Thanks again, Bobby!—Ed.

HEAVY METAL MADNESS

Listen you \$#!&*, me and 15 others are totally &%@! @# +?! about your put-down of Metal! Where the *()& hell do you get off doing that @+!@? Just two words to let you know how we feel—\$&%* you!

A Headbanger
Pleasant Hill, IL

Your letter has caused great controversy in our office—50% of our staff thinks you're a stupid drooling pea-brained putz while the other 50% disagrees and says you're an insignificant puss-ridden stuttering geek! There is one thing we all agree on, however—you're a schmuck! Thanks for writing!—Ed.

As a 17-year-old in the small but intelligent minority of teenagers who hate 80's music in general and Heavy Metal in particular, I'd like to compliment your making fun of the most unimaginative, pointless, irrelevant and unlistenable "musical" garbage that the music industry has ever been shameless enough to throw in our faces, which is endlessly pumped out by groups of talentless clowns who think leather, spandex and animal sacrifices are a replacement for any sort of musical competence whatsoever!

Charles F. Savoy IV
Baton Rouge, LA

Chuck—Lighten up! Chill out! Catch your breath! Now what exactly are you trying to say—do you like Heavy Metal or what?—Ed.

Who gives you the right to make fun of some of the most successful bands in rock? Poison does not wear lacy lingerie and does not have any confusion over their sexual identity! They are awesome men who love women. I know because I've met the band. Yes, they do wear makeup, but that's only because they are trying to entertain, be different, and it just so happens that it makes them look good!

Mandy Knife
Westerville, OH

Mandy—just what do you mean by "met the band"? More importantly, just what do you mean by "awesome"? Hey, wait a minute, what do you mean by "Mandy"? Are you a man or a woman?? Good God, your letter is depraved!—Ed.

I'd like you to know that Ozzy Osbourne does not have his name tattooed on his tongue and his head is not in the shape of an eggplant!

Mark Granke
Williamsville, NY

Happy to correct the error. Actually, Ozzy's tongue is shaped like an eggplant. You don't want to know where his name is tattooed, but here's a clue—bring a miner's lamp!—Ed.

As the saying goes, imitation is the sincerest form of flattery. We got a big kick out of "Meral Sludge." Great parody!

Gerri Miller
Executive Editor
Metal Edge Magazine

Thank you! You like us! You really like us!—Ed.

Other headbangers who absolutely loved our Metal humor and wrote to tell us what a super duper job they think we did include:

Brian Hensley, Houston, TX; Matt Mower, Riverside, CA; Tracy Osborne, Las Vegas, NV; Angel Gottschal, Westmont, IL; Mark Reynolds & Tom Brooks, Lynn, MA; Shanna Cook, Water Valley, KY; Dorothy Riggs, Yakima, WA; Brian Heilesen, Portland, OR; Paul Rosciani, Chicago, IL; Kathy Stewart, Macon, GA; Martin Kwiatkowski, Buffalo, NY; E.L. DeVille, Shippensburg, PA; Pam Aston, Magna, UT; Doug Muldowney, Brighton, MI; April Szidik, Norwalk, CT; Heather Burch, Burlington, NC; Tawny, Arlington, TX; Roxanne DeGruty, Houston, TX; Jonathan Blount, Who Knows Where!

SLY STALLONE'S WORST NIGHTMARE



So who should MAD's own Dave Berg run into on his last trip to his Doctor's office? None other than Sylvester Stallone, hard at work on the set of his new film *Lockup* (top picture)! After some fast talking by Dave's agent Mitch Berg (left), Sly agreed to use Dave as his stunt double! This occurred only minutes after actor John Amos (bottom picture), who also stars in *Lockup*, agreed to use Dave as his fashion consultant! Ah, Hollywood!



MORE METAL! MORE METAL!

I was embarrassed (for myself and fellow Metalheads) to see weenie nerds carrying what looked like a totally awesome Metal mag. I was greatly relieved to discover these weirdos weren't trying to join the ranks of really cool people (like myself), but were only drowning in another boring issue of MAD!

Misty Hale
Starkville, MS

Miss Misty—your referring to yourself as "really cool" is akin to Dan Quayle referring to himself as a War Hero!—Ed.

SUPER SPECIAL COMMENTS

I just bought the "MAD Sports 2" Super Special (#70) and noticed a shape on the spine of the magazine that sort of resembled 1/4 of Alfred E. Neuman's head along with what kind of looked like in a vague sort of way part of what could possibly be the MAD logo. Does this mean that if I get the next three Super Specials (of which #71 goes on sale Nov. 30th), I'll get the rest of the picture?

William Mildred Farnsworth
Higgenbottom Gaines, IX
New York, NY

Perhaps!—Ed.

Please Address All Correspondence To:
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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however; unless they are accompanied by a self-addressed, stamped envelope or a note congratulating M.C. and Lee on their marriage!

THE SECOND SLIME AROUND DEPT.

What's the hot-action, feel-good hit of the summer that people are flocking to see? *Batman*, of course! Which is why MAD now proudly presents its satire of ...

GROSS!

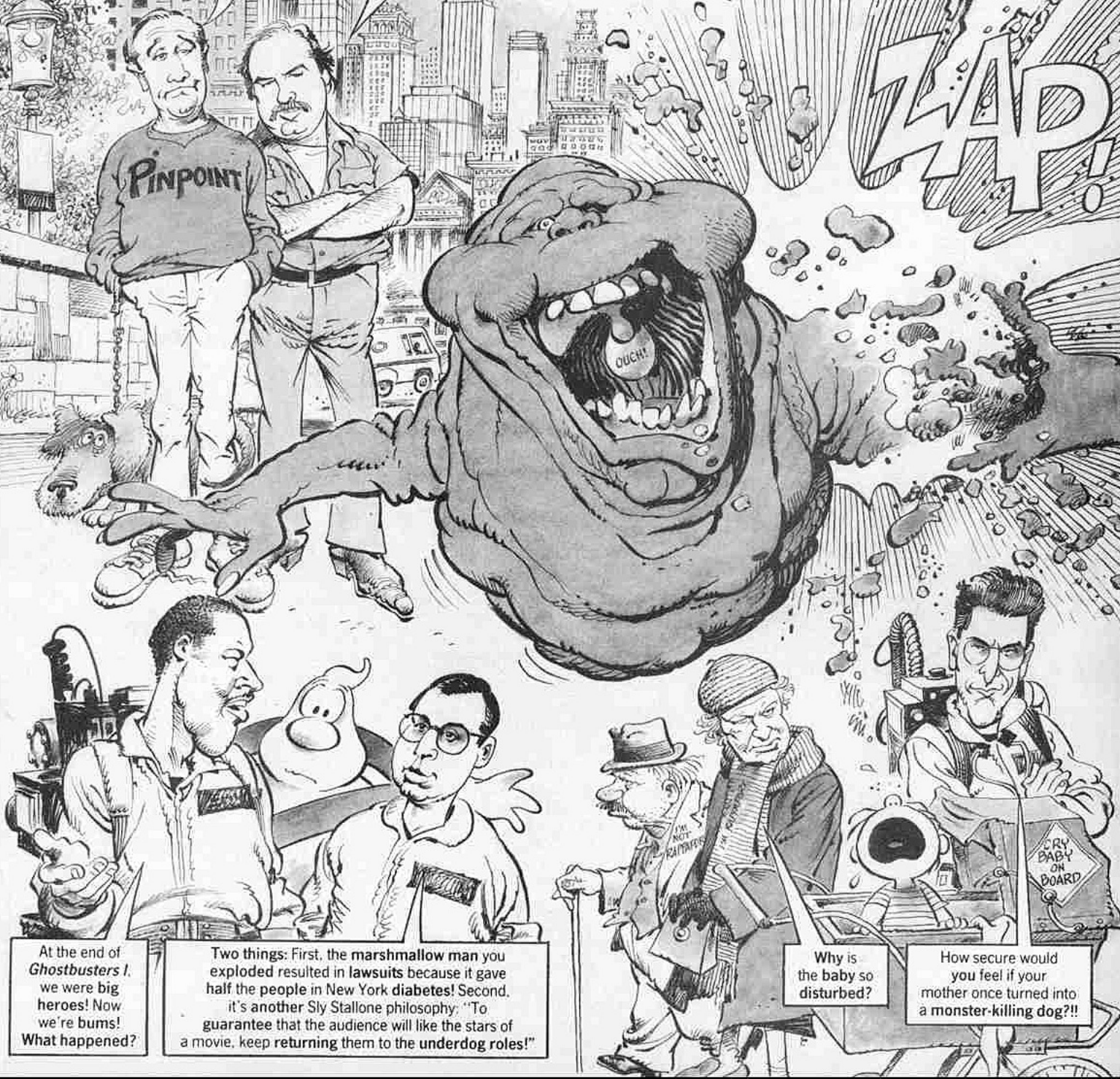


Why are Bill Murray, Dan Aykroyd and Harold Ramis playing the same roles they played in almost the same movie more than five years ago?

Look at the awful films they were in when they tried something different: Ramis in *Baby Boom*; Murray in *The Razor's Edge* and *Scrooged*; Aykroyd in *Spies Like Us*, *The Great Outdoors*, *The Couch Trip* and *My Stepmother is an Alien*—all bombs!!

I guess the Sly Stallone philosophy really applies: "If at first you do succeed, do it over and over and over again!"

ZAP!



At the end of *Ghostbusters I*, we were big heroes! Now we're bums! What happened?

Two things: First, the marshmallow man you exploded resulted in lawsuits because it gave half the people in New York diabetes! Second, it's another Sly Stallone philosophy: "To guarantee that the audience will like the stars of a movie, keep returning them to the underdog roles!"

Why is the baby so disturbed?

How secure would you feel if your mother once turned into a monster-killing dog?!!

BUSTERS II

ARTIST: MORT DRUCKER

WRITER: STAN HART



What made you choose this dangerous line of work?

I'm fascinated by terrifying occurrences that people can neither understand nor explain!

Yeah, like what?

Like Dan Quayle being Vice President!

Everyone thought you and Peter would live happily ever after!

I left him and his Grossbusters to stay with a group with a lot more class—some Gorillas in the Mist of Africa! That's where my baby was born!

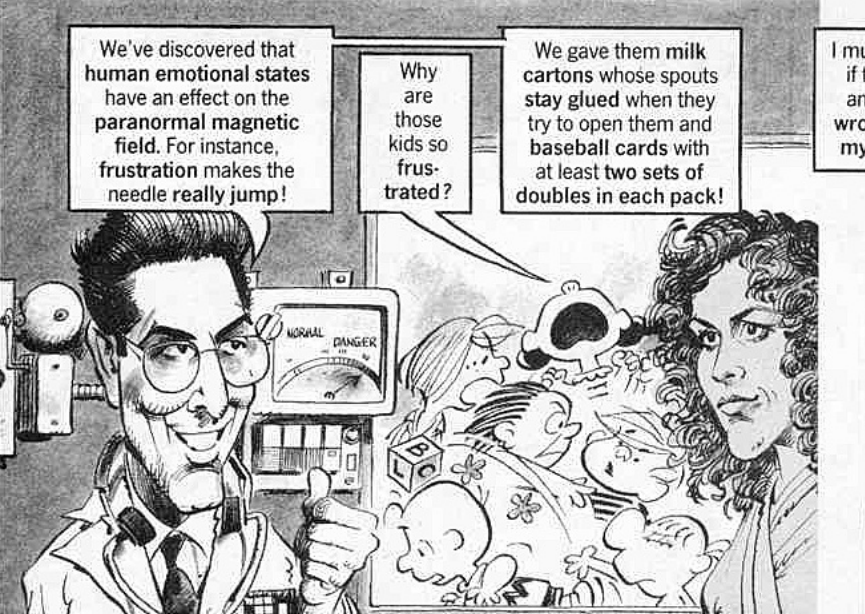
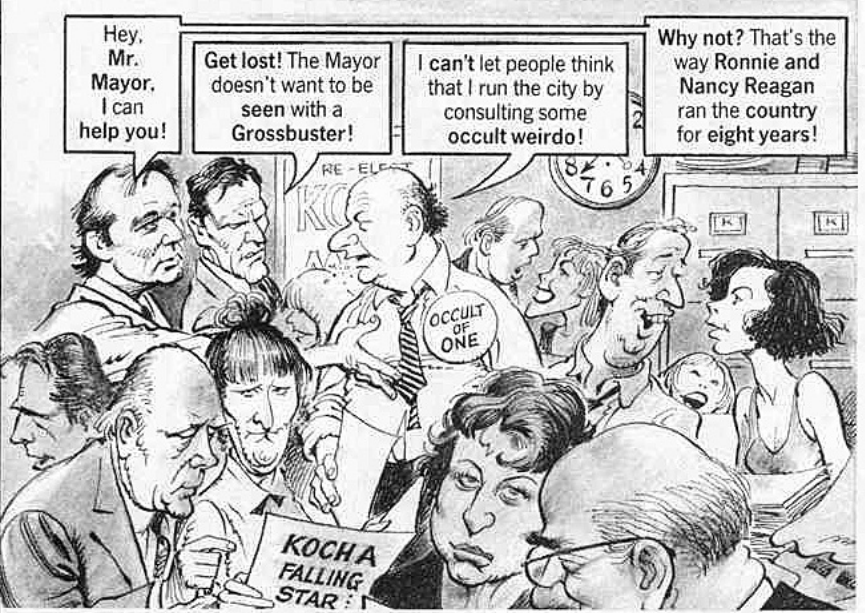
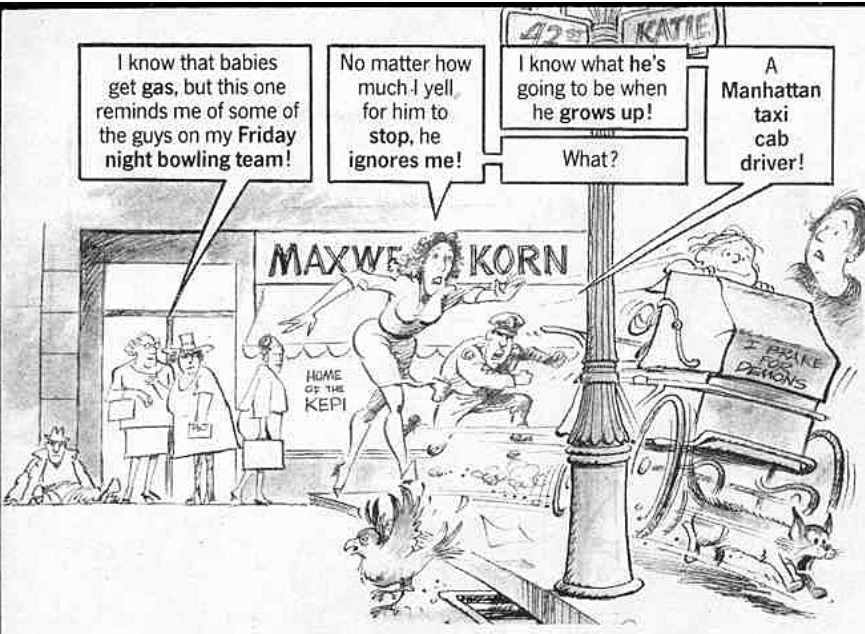
And who is the baby's father?

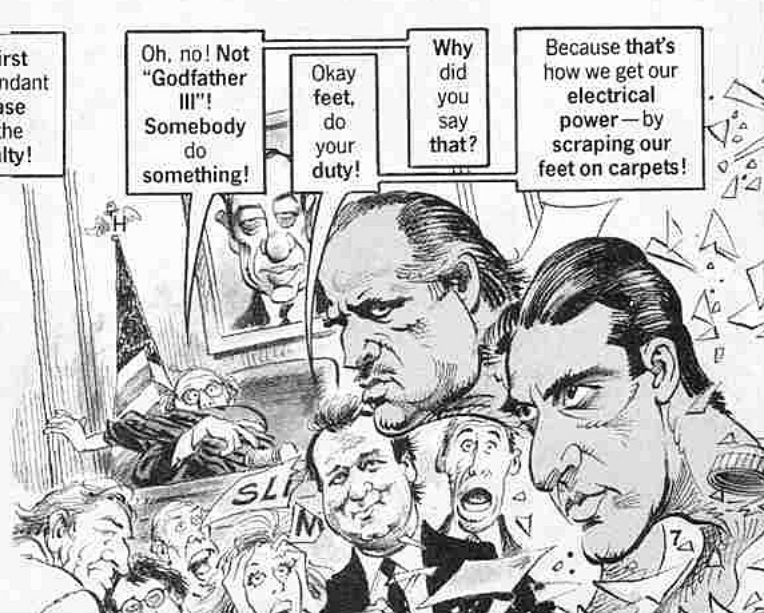
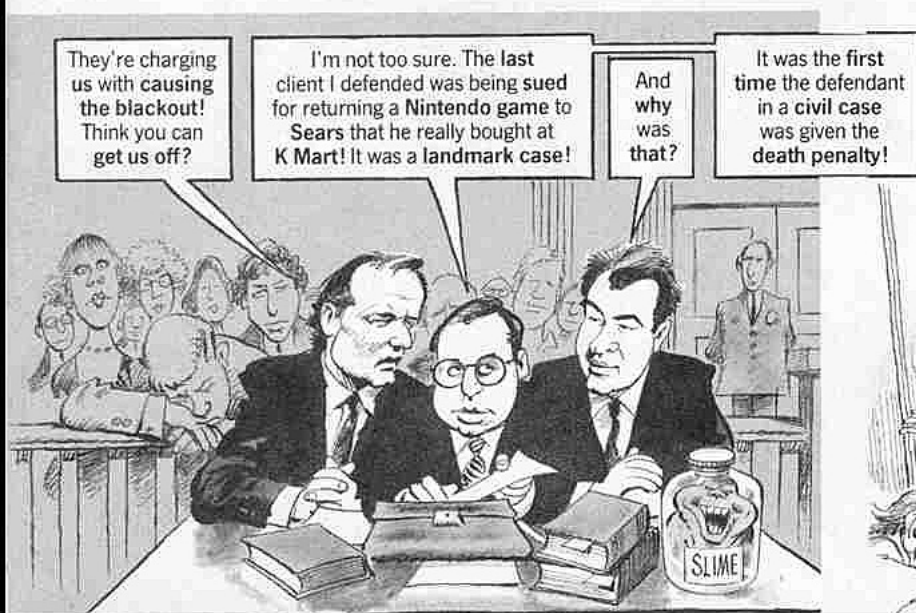
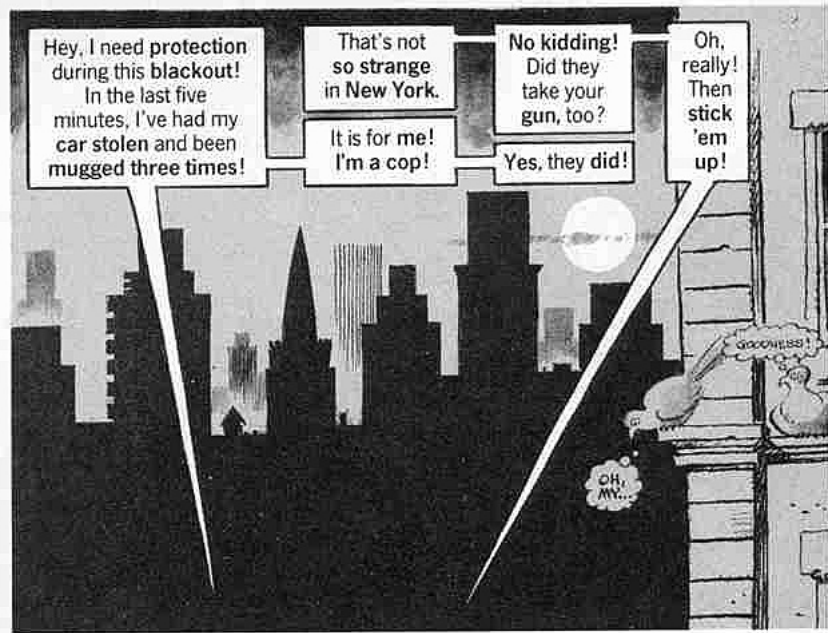
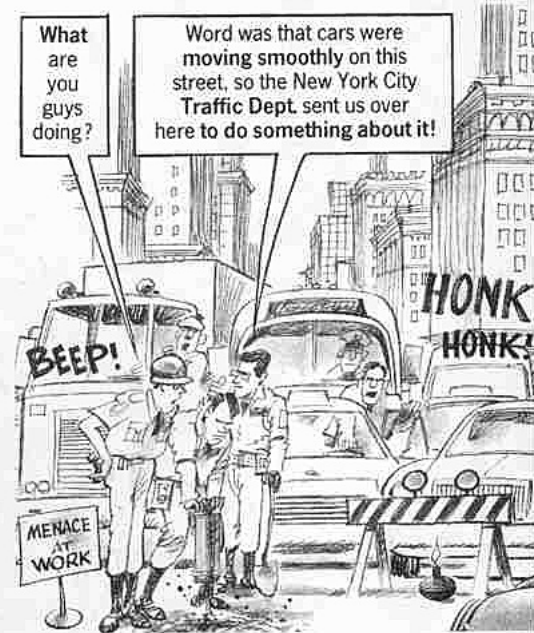
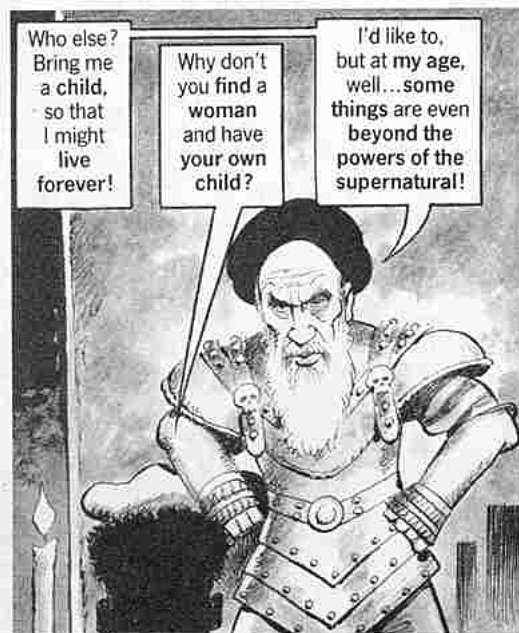
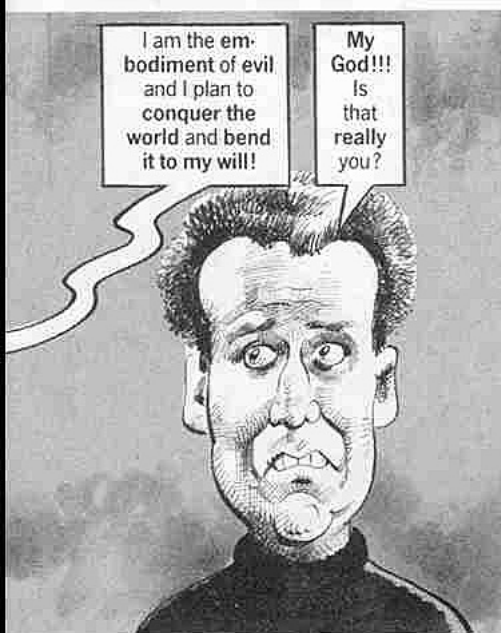
It's hard to tell. There was an awful lot of mist!

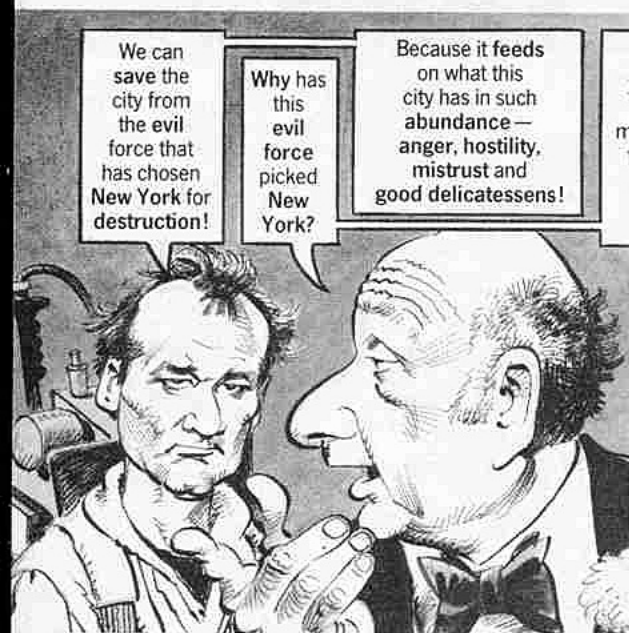
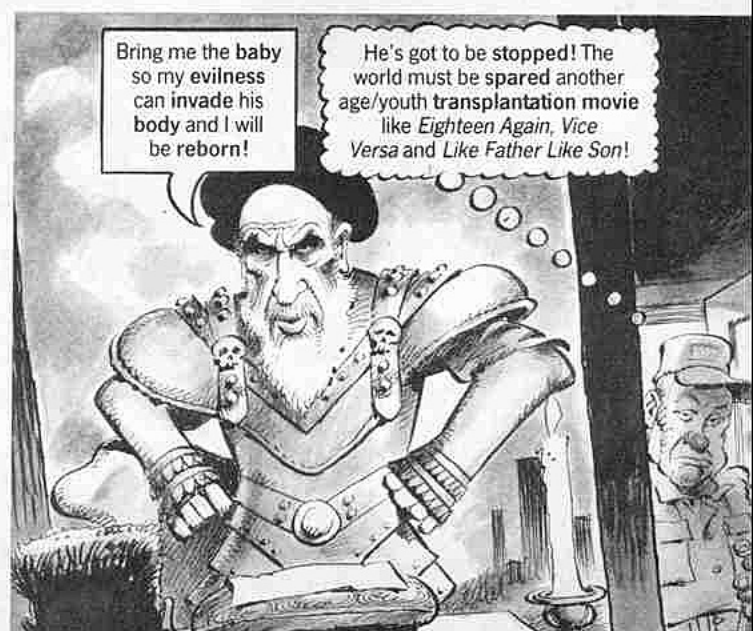
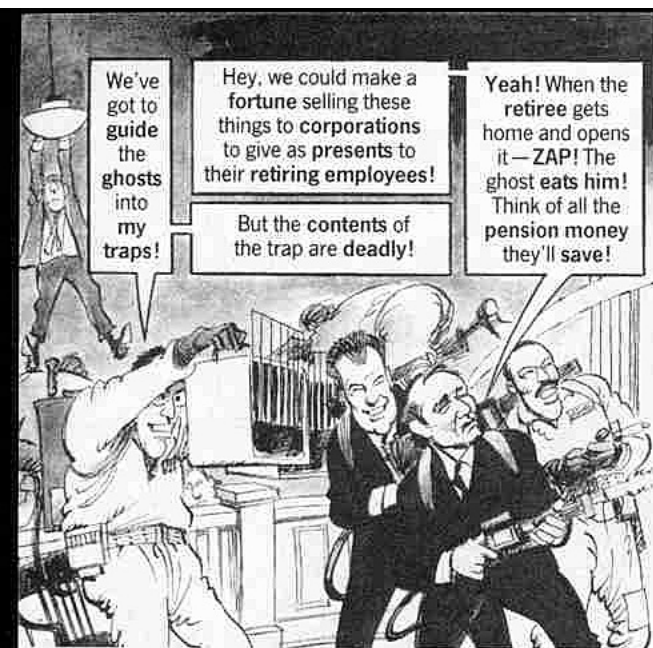
As clergymen, we're against people believing in fantastic nonsense like supernatural phenomena.

Yeah. You want people to believe in everyday stuff like Noah and the Ark, Jonah and the Whale, and talking serpents with apples!

MORT DRUCKER







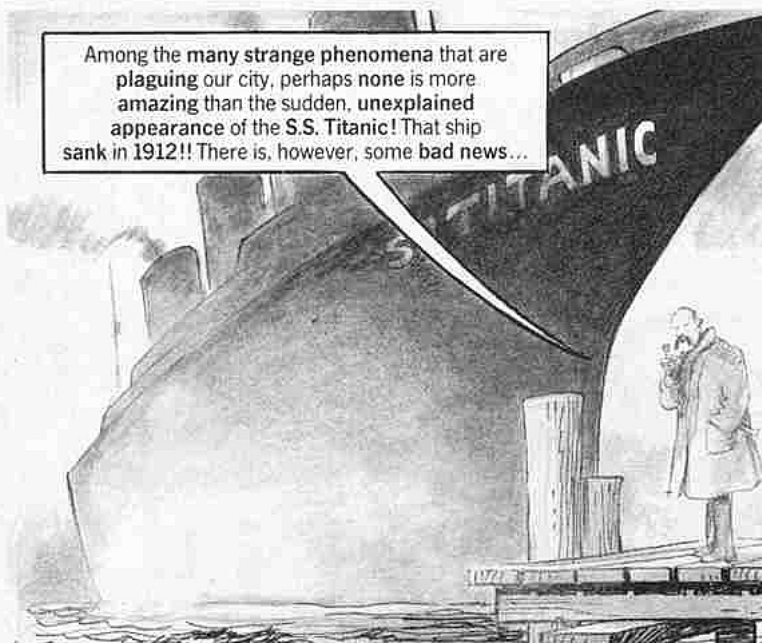
I can't waste time with you. I've got to get back to my pals before any more of them get indicted for defrauding the city! Meanwhile, you need a rest — in a Club Med Psychiatric Ward!



Give us your baby and he will become the ruler of the world! Wouldn't you like that?

No, it's hard enough for a parent to get a kid to clean up his room! How am I to get him to clean up the entire world?



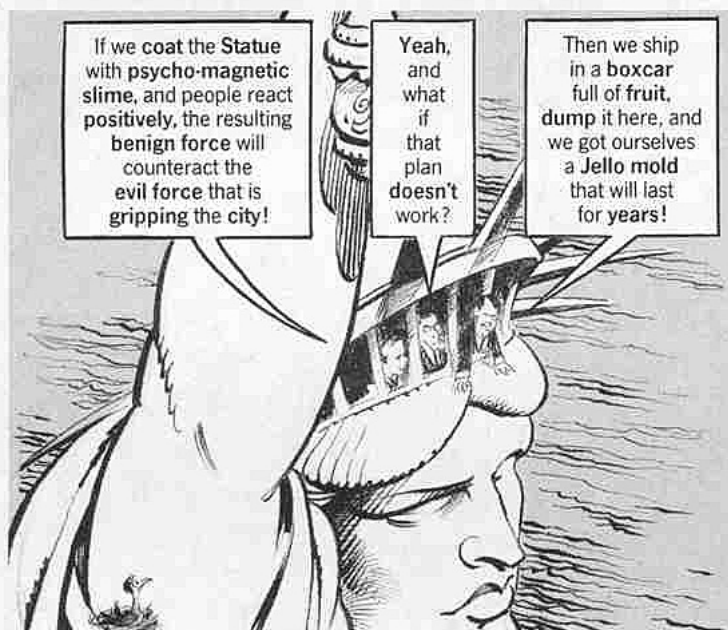


Among the many strange phenomena that are plaguing our city, perhaps none is more amazing than the sudden, unexplained appearance of the S.S. Titanic! That ship sank in 1912!! There is, however, some bad news...



...Carnival Cruise Line has already rented it and booked Kathie Lee Gifford for their stupid commercials!

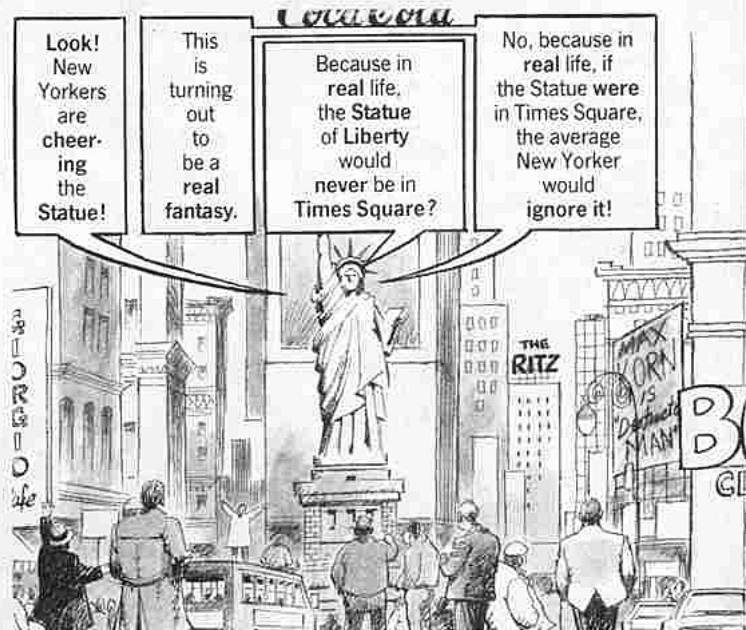
If my friends could see me now...



If we coat the Statue with psycho-magnetic slime, and people react positively, the resulting benign force will counteract the evil force that is gripping the city!

Yeah, and what if that plan doesn't work?

Then we ship in a boxcar full of fruit, dump it here, and we got ourselves a Jello mold that will last for years!



Look! New Yorkers are cheering the Statue!

This is turning out to be a real fantasy.

Because in real life, the Statue of Liberty would never be in Times Square?

No, because in real life, if the Statue were in Times Square, the average New Yorker would ignore it!



Salman Rushdie says "Hi!"



Darling, you not only saved my baby, you also saved New York City!

I couldn't help that! But we still have one problem to solve!



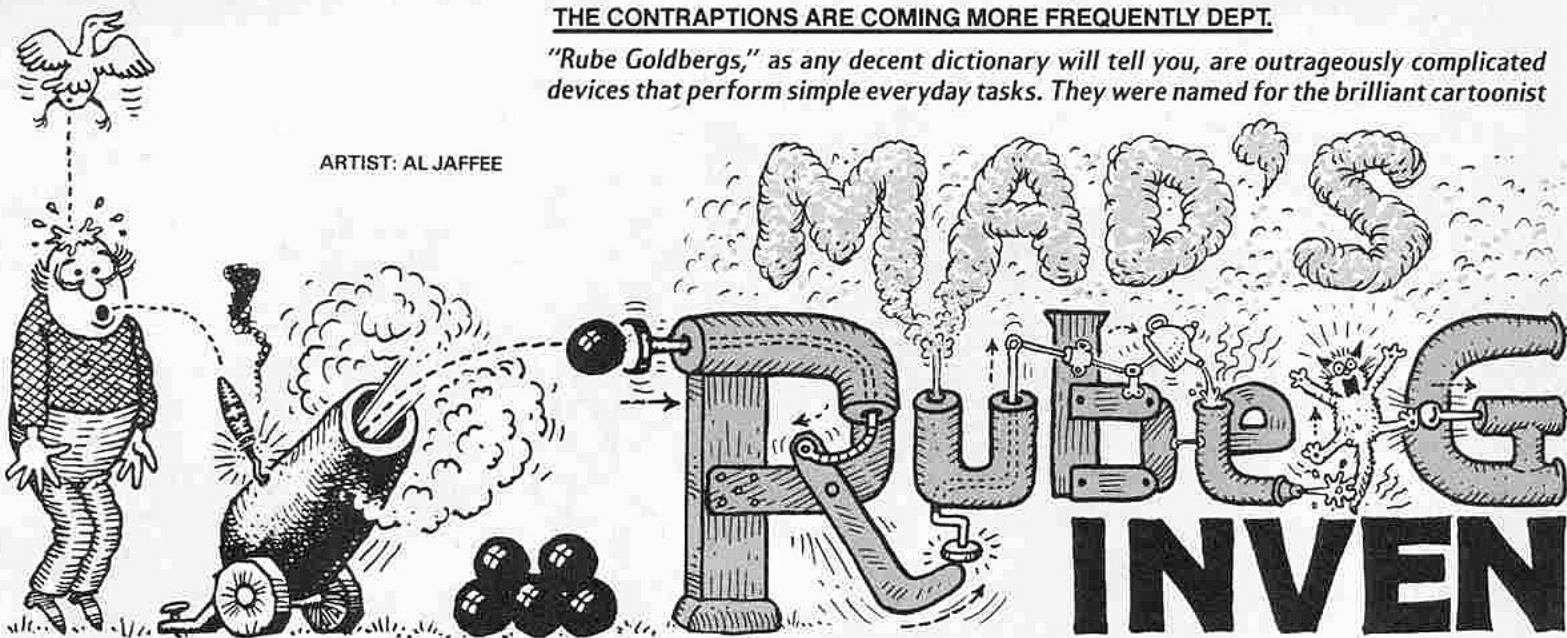
What problem is that?

What are we going to do with the world's biggest homeless bag lady?

THE CONTRAPTIONS ARE COMING MORE FREQUENTLY DEPT.

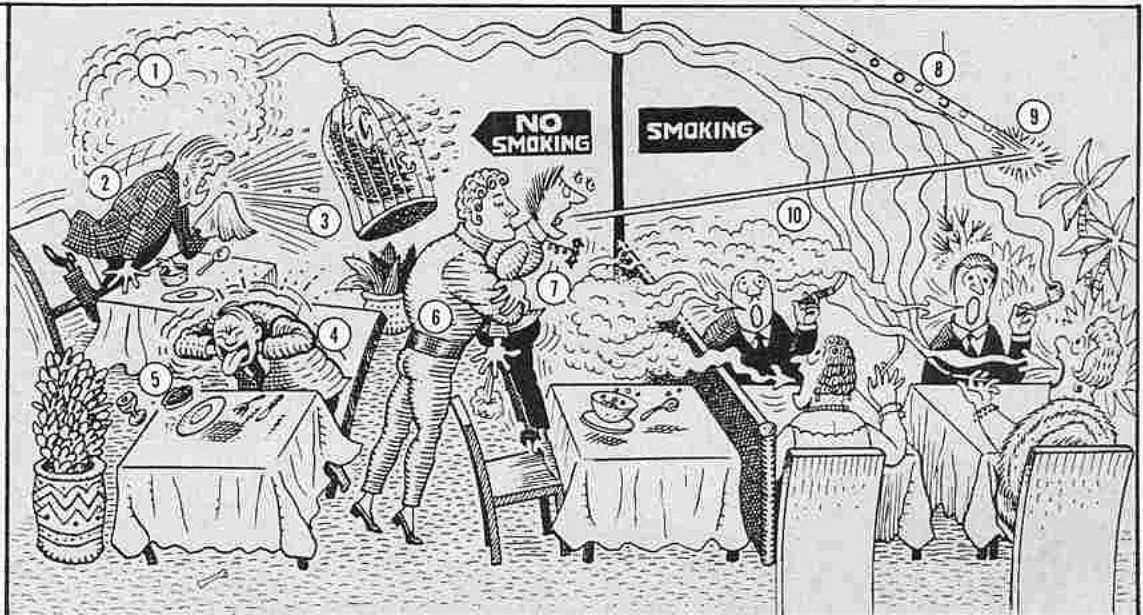
"Rube Goldbergs," as any decent dictionary will tell you, are outrageously complicated devices that perform simple everyday tasks. They were named for the brilliant cartoonist

ARTIST: AL JAFFEE



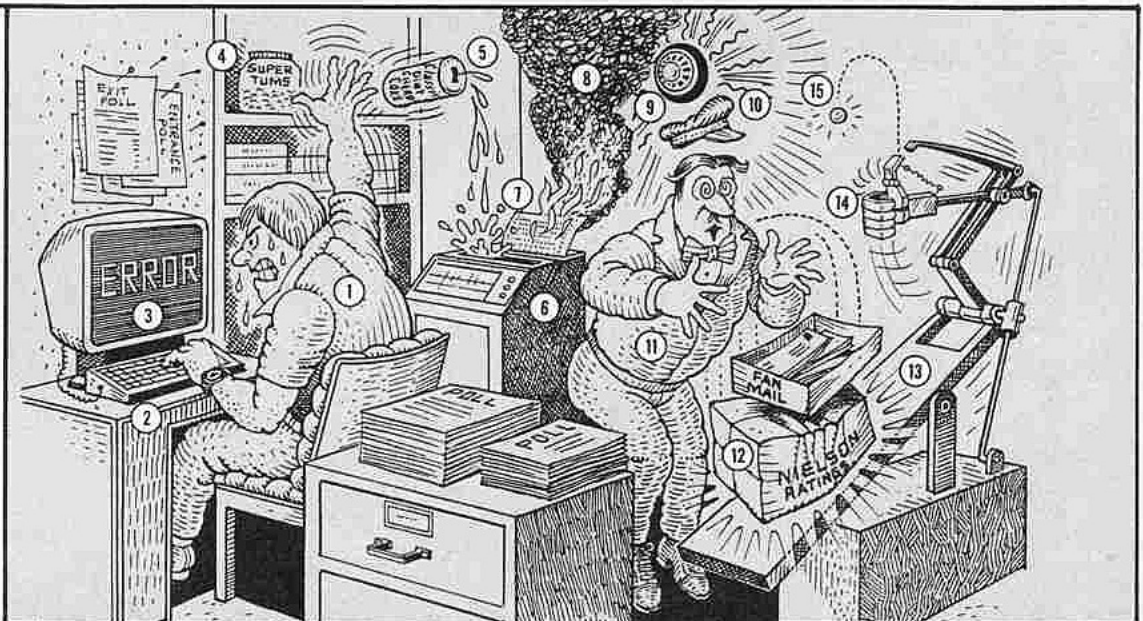
THE AMAZING NO-SMOKING SECTION RESTORER

Smoke (1) causes non-smoker (2) to sneeze explosively, rustling tail feathers of parrot (3) formerly owned by Jessica Hahn, causing it to squawk "Another rash! Another rash!", which hard-of-hearing wall street broker (4) mistakes for "Another Crash!". Overcome with panic at the thought of having to find a real job, broker chokes on his filet mignon (5). Passing waiter/exercise video actor (6) mistakenly applies Heimlich Maneuver to man eating garbanzo beans (7). The beans (8) ricochet against a wall (9), sounding like machine gun fire. Diners in smoking section (10), thinking it is another Mob killing, gasp in terror, sucking smoke back to where it belongs.



THE NETWORK NEWS PROJECTED ELECTION WINNER PICKER

Network news producer (1) feeds early "Exit Poll" data into computer (2), which, in a matter of seconds, displays "ERROR" on monitor screen (3). Producer's ulcer acts up, causing him to reach for Tums (4) and carelessly spill can of Classic Diet Cherry Coke (5) onto Telex (6), shorting it out. Sparks from Telex set paper (7) on fire, sending smoke (8) towards smoke detector (9). Piercing beep (10) startles anchor-man's chauffeur (11), who drops Overnight Nielsen Ratings (12) onto see-saw platform (13), releasing spring-loaded mechanical thumb (14), flipping coin (15) and selecting winner, thereby saving 100 million Americans the hassle of having to go out and vote.



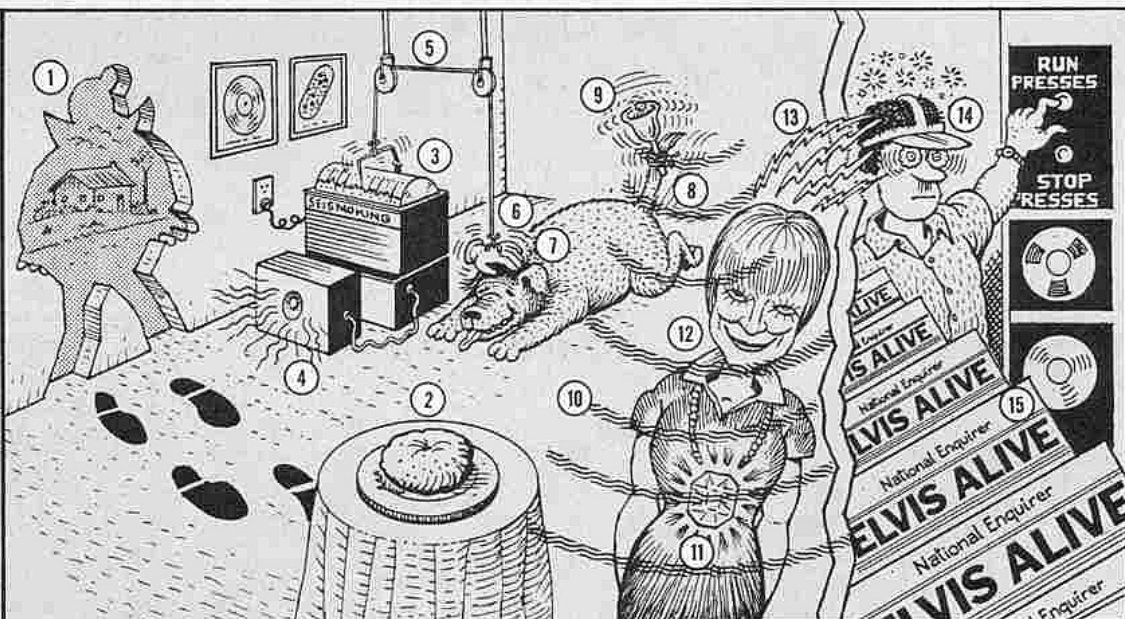
who created them. No, not Charlie Schulz, you yahoo! Rube Goldberg! G-O-L-D-B-E-R-G!
So, with a tip of the MAD dunce cap, we blatantly swipe and update this great idea with ...

MODERN OLD-FASHIONED GADGETS

WRITER: MIKE SNIDER

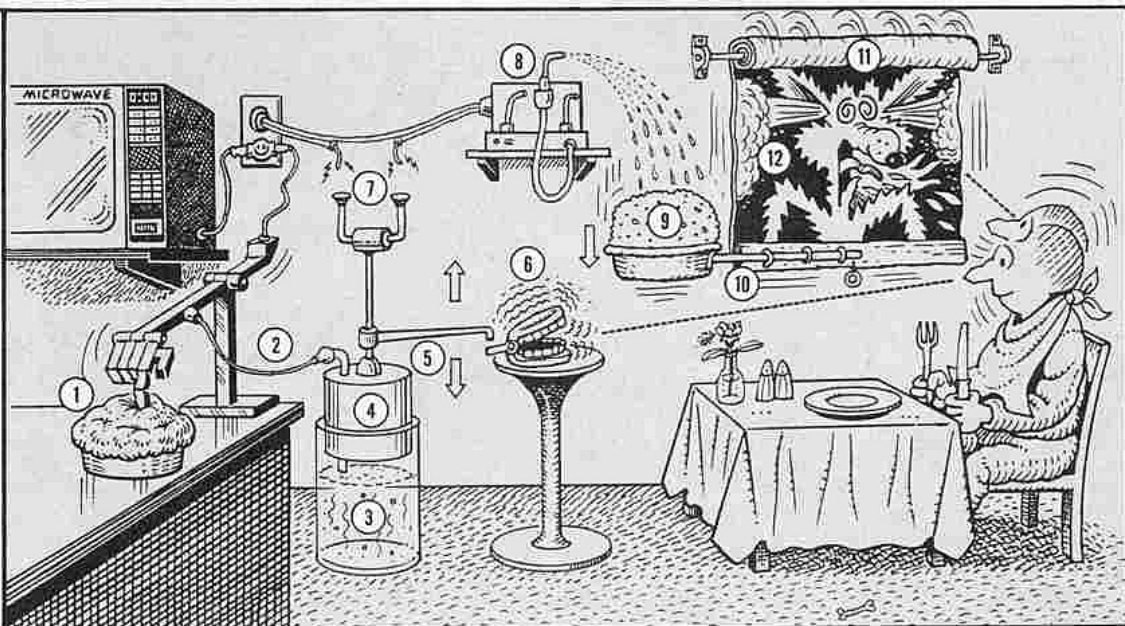
THE HANDY-DANDY ELVIS DETECTOR

Subject enters through Elvis-sized hole (1) and makes a beeline for jelly donut (2), setting off seismograph (3). Photo-electric beam (4) "counts" number of legs to prevent false alarm by crowds of people weighing the same as Elvis. Wildly swinging seismograph needle activates pulley (5) causing plastic hand (6) to pat dog (7) on head. Dog responds by wagging tail (8). Bell (9) attached to tail starts ringing loudly, sending out powerful sound waves (10) which vibrate occult crystal pendant (11) on psychic actress Shirley MacLaine (12). This causes her to transmit telepathic message (13) to *National Enquirer* editor (14), who hypnotically prints headline "ELVIS ALIVE" (15).

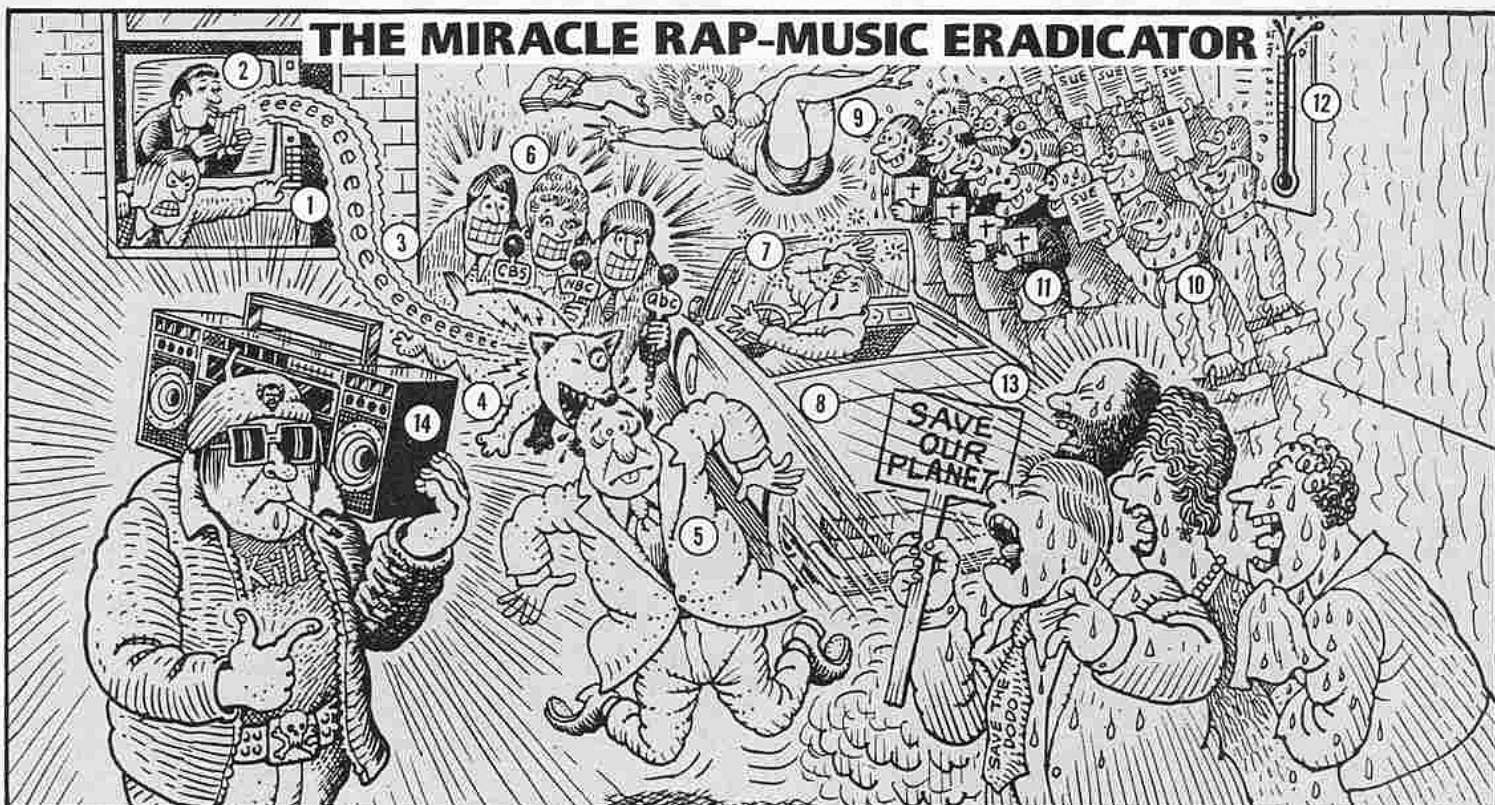


THE MICROWAVE DINNER TEMPERATURE TESTER

Temperature of just-cooked food (1) is conducted through sensor probe (2) and into beaker of water (3). STILL-FROZEN food cools water, reducing air pressure in beaker, which draws down piston (4) causing copper blade (5) to flip switch of novelty-chattering teeth "COLD" indicator (6). SCALDING-HOT food heats water, increasing air pressure and driving piston up. Copper blade completes electrical circuit (7) to Water Pik (8), which saturates sponge (9) attached to metal rod (10). Weight of sponge and rod unrolls movie screen (11) upon which is projected Wile E. Coyote "HOT" indicator (12) from a classic Warner Brothers Roadrunner cartoon.

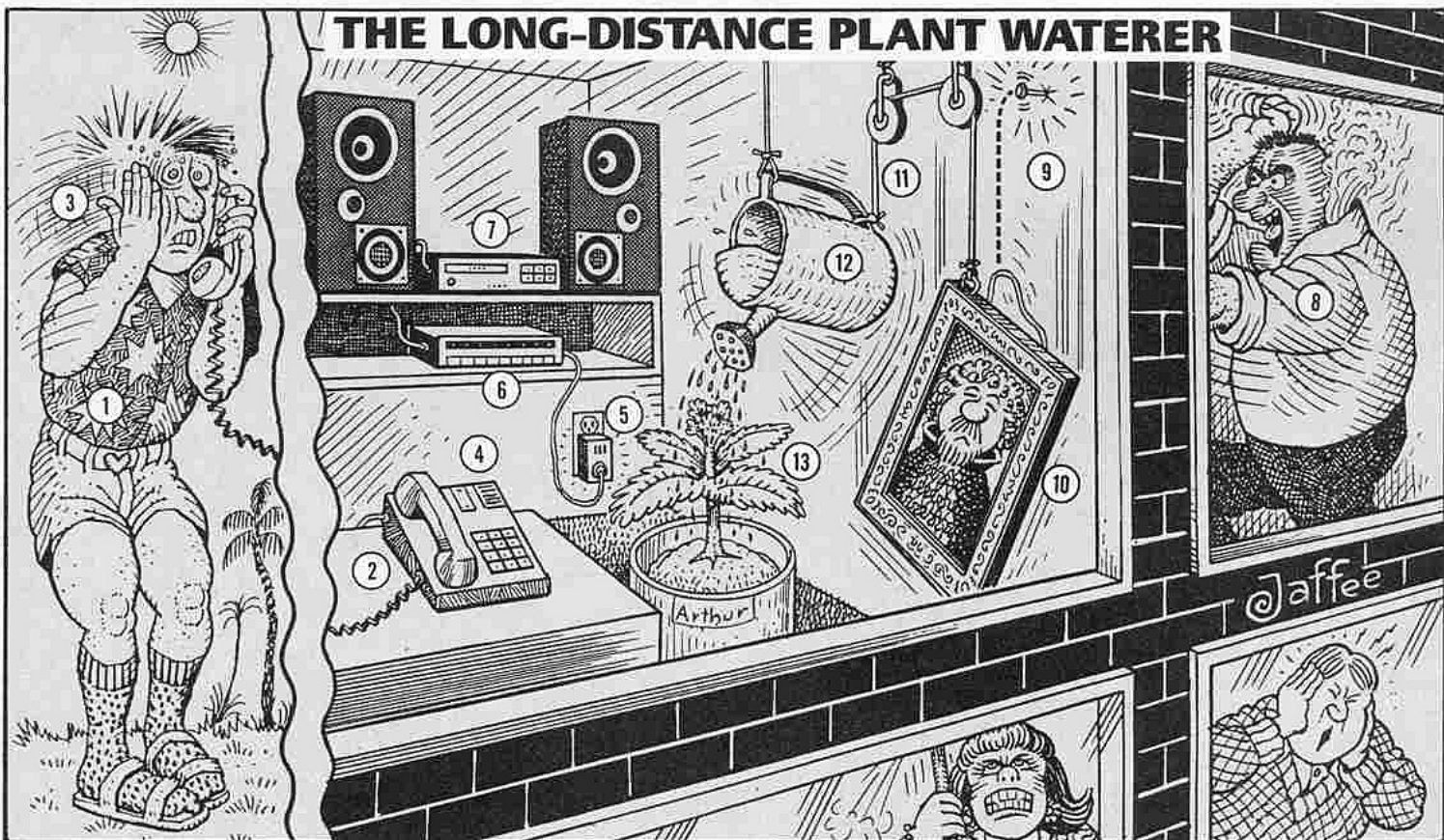


THE MIRACLE RAP-MUSIC ERADICATOR

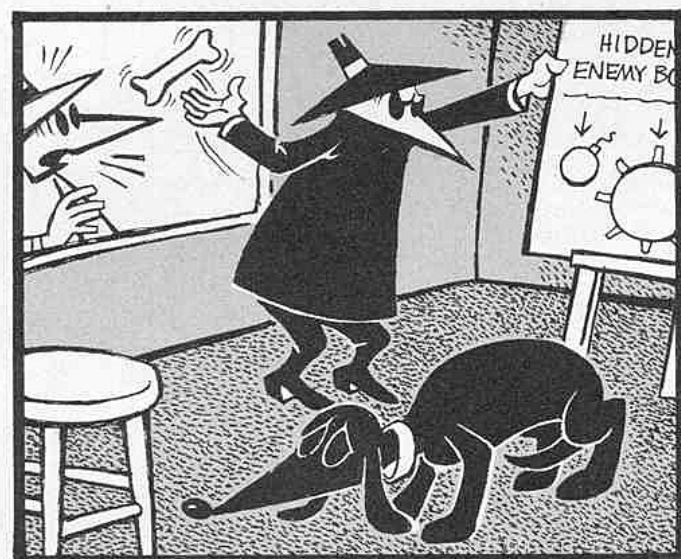
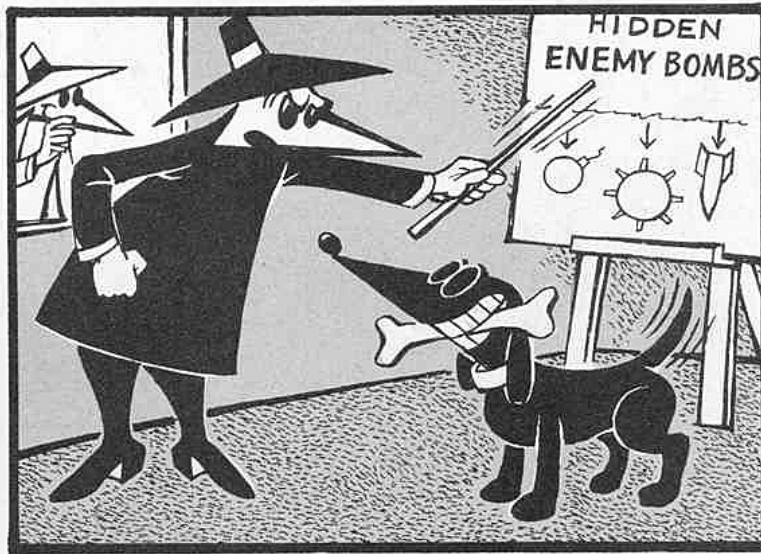
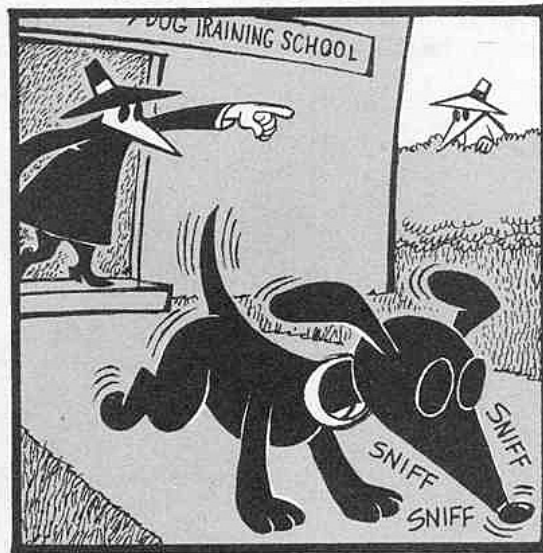
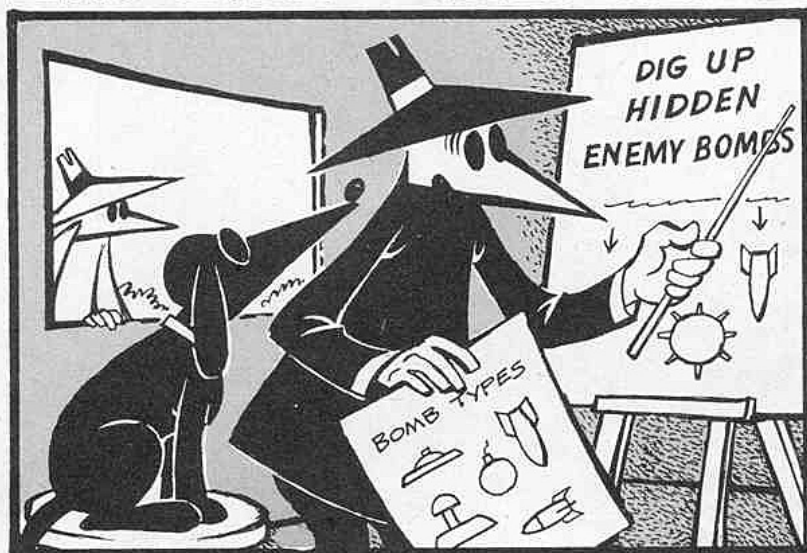
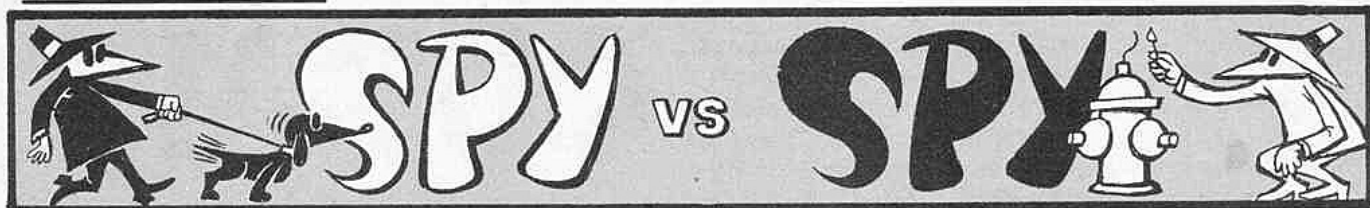


At first sign of loud rap music, switch on TV (1) to random cable channel, which naturally is showing a "Zamfir" commercial (2). Annoying high-pitched sound of pan flute (3) rouses Pit Bull dog (4), who bites nearby man (5), attracting a crowd of local TV news reporters (6). Their blinding smiles disorient passing driver (7), who slams on the brakes of his Audi 5000 (8), causing it to accelerate and hit miniskirted secretary (9), attracting a crowd of personal injury lawyers (10) and (for entirely different reasons) a crowd of TV evangelists (11). Body heat from all the reporters, lawyers and tele-preachers raises air temperature $1\frac{1}{2}$ degrees (12) triggering a protest demonstration (13) about the Greenhouse Effect, which completely drowns out radio (14).

THE LONG-DISTANCE PLANT WATERER



Plant-lover on vacation (1) calls his home phone (2). Upon hearing his own stupid answering machine message (3), he winces and slaps himself. Sound of slap is transmitted through answering machine speaker (4) to "The Clapper" switching device (5), causing it to turn on stereo amplifier pre-set to maximum volume (6) and CD player pre-loaded with the greatest hits of Metallica (7). Within microseconds of music starting, neighbor (8) begins angrily pounding wall (9), knocking picture (10) off its nail and pulling wire (11) attached to watering can (12), tipping it and watering plant (13).

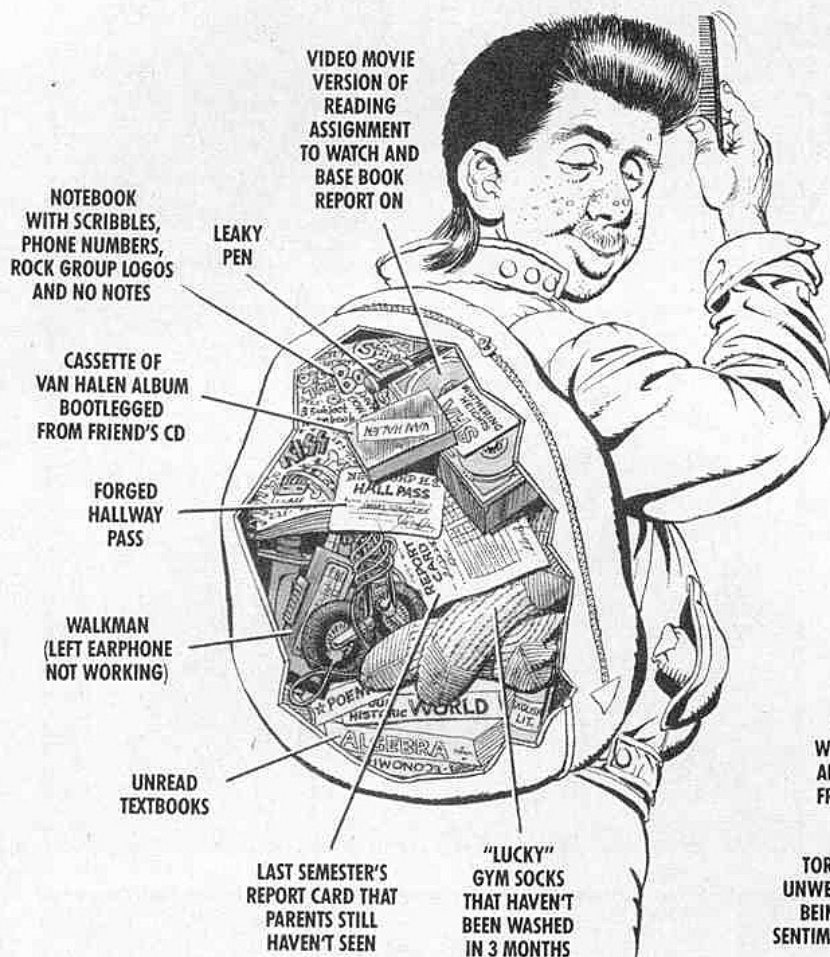


EXPOSÉ CAN YOU SEE DEPT.

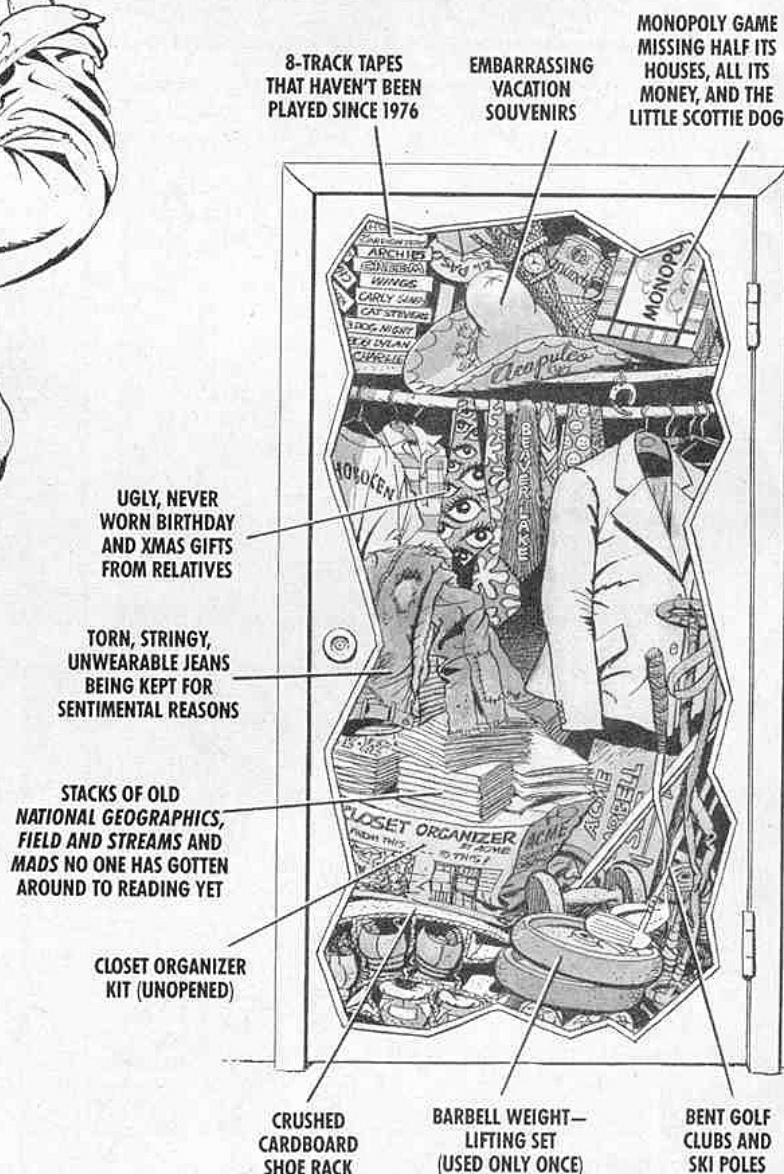
If you've ever opened a science textbook (and we're not sure any of our readers ever have!), you've seen "cross sections" of volcanoes, the Earth's core, and so on. These diagrams cut away one side of a structure, revealing the layers inside. But unless you're a geologist, who cares about shale or igneous rock?! We sure don't! But what about regular items?! We'd rather see...

CUT-AWAY of ever

HIGH SCHOOL BACKPACK



HALL CLOSET



CROSS SECTIONS

yday items

ARTIST: GEORGE WOODBRIDGE

WRITER: CHARLIE KADAU

WOMAN'S HANDBAG



SUPERMARKET SHOPPING BAG



TRAVEL SUITCASE

TUMS, MAALOX, HALEY'S M.O.,
ASPIRIN AND OTHER MEDICATIONS
THE NEED FOR WHICH WAS
DISCOVERED ON THE LAST TRIP

TRAVEL CAN
OF "FOAMY"
WITH ENOUGH
CREAM LEFT
FOR 1/2 SHAVE

COLOR FILM
RENDERED USELESS
BY AIRPORT
SECURITY
X-RAY MACHINE

MISMATCHED
SOCKS

WRINKLED, DIRTY
SHIRTS AND PANTS
PULLED FROM LAUNDRY
HAMPER AT THE
LAST MINUTE

HAIR DRYER THAT
WILL BLOW OUT
WHEN PLUGGED INTO
FOREIGN COUNTRY
WALL SOCKET

EMPTY SPACE WHERE
HOTEL RESERVATION
CONFIRMATION
NUMBERS AND OTHER
IMPORTANT INFORMATION
SHOULD BE

AUTOMOBILE GLOVE COMPARTMENT

MAP OF STATE
DRIVER HAS
NEVER BEEN TO

DRIED-OUT
MOIST
TOWELETTES

NUMEROUS
UNPAID
TRAFFIC
TICKETS

SIX EXPIRED
AUTO INSURANCE
I.D. CARDS

EMPTY
BIC
LIGHTER

USED
KLEENEX

RANCID
FAST FOOD
KETCHUP AND
MUSTARD
PACKETS

ENVELOPE OF
SUGAR THAT
HAS SOLIDIFIED

FLASHLIGHT
WITH DEAD,
LEAKING
BATTERIES

SUNGLASSES
WITH ONE
LENS MISSING



DRAINING THE TUBS DEPT.

Hi, I'm Howard Stoned, famous DJ, health nut and great lover! This is my sidekick, Bobin, whose job is to laugh at everything I say! You're probably wondering why I'm doing a gig for MAD. Well, if you saw my Pay-For-View TV Special, then you know I'm lucky to get any work at all! Anyway, as anyone who's been to the beach lately will tell you, America is faced with a serious problem. No, schmuck, I don't mean pollution! I mean fat! Rolls and rolls of disgusting fat! Many Americans are grossly overweight! In fact, a whole new industry has sprung up to help these roly-polies shed their ugly blubber. So join us as...

MAD VISITS A FAT FARM

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

Welcome to Max's Weight Controllers Lifestyle, Fitness and Health Spa. I'm Dr. Maximus Glutious.

Doc, how did you get into this weight control business?

I used to run a mountain resort and I suddenly became very health conscious.

You were worried about the health of your guests?

No, I was worried about the health of my bank account! I was going broke feeding those slobs! So, I changed the name from "Max's Lake Kolestrol Retreat" to "Max's Health Spa," put all my guests on a diet and tripled the rates! I figured if it costs so much to get fat, why shouldn't it cost even more to get rid of it!

One thing's for sure, man, anyone who comes in here is gonna end up lighter in the wallet!

Hahahaha! Sorry, but like the man said, I gotta laugh no matter how lousy his jokes are!



We take a photo of everyone when they arrive and when they leave. Then we take a third photo of them three months later!

But in these "three months later" shots, everyone looks as fat as they did BEFORE they joined your program!

That's what's so great about this business! 95% of people who lose weight put it right back on and return here to start all over again!

All guests get a thorough 15-minute physical when they sign up. It's \$600 extra, but we feel that it's totally worth it!

\$600 for a 15-minute physical? Any normal doctor charges only \$40!

Actually we only charge \$40 too! We add another \$40 to cover the cost of medical equipment we lose in their layers of blubber—and the other \$520 is compensation for having to see them naked!

After the physical comes the all important psychological testing.

Tell me, what does this remind you of?

A pizza with everything on it and a dish of linguini!

Aha! That's the root of your problem! You hated your mother...or does linguini mean you hated your father? I'll check that! What do these pictures remind you of?

Oh, that reminds me of stuffed turkey...and that reminds me of an order of fried...

I think we've done enough!

No, we haven't gotten to dessert yet!

These tests help uncover the reasons why a patient overeats.

Don't you find people reluctant to expose their inner selves?

Yes! That's why we reward them with elaborate celebration dinners every time they have an insight!

Bad news Dr. Max! We just lost another one!

You mean one of your guests drowned?

No, another life-guard just quit!

Man, you can't blame the dude! Imagine trying to schlep one of those chubbies out of the water!

Do your patients have to do a lot of exercise?

Next to proper diet, exercise is the most important part of our program. And the most expensive!

Why's that?

We have to reinforce the floor with steel beams! You wouldn't believe what they charge for that!

Mr. Goldbadder, why do you have three telephone books under the back of your stationary bike?

Because I figured riding downhill was easier!



This is our aerobics class. We tried using hula hoops but too many guests couldn't get them off!

In keeping with our policy of giving guests a positive self-image, we have various lifestyle lectures. This one tells them how to dress properly.

Is that dude over there a style expert?

Of course not! He's an army camouflage expert!

Believe it or not, these pictures are both the same woman! This is before she met Dr. Spoonfed and this is after Dr. Spoonfed did his work!

Why that's absolutely incredible! Dr. Spoonfed must be a fantastic dietitian!

What dietitian? He's a master photo retoucher!

Does everyone here eat the same food?

No, each guest receives his own personalized diet.

Some personalized diet, huh? Some people get butter and some people get margarine. Everything else is exactly the same!

Yeah, but we really do personalize the bills. The more money they have, the more we charge for the same services!

These people are on our desperation diet!

They don't! That's why they're desperate!

Shh! Don't say the word "turkey" in this place! You could start a stampede!

They just stop eating? They go cold turkey?

What do they eat?

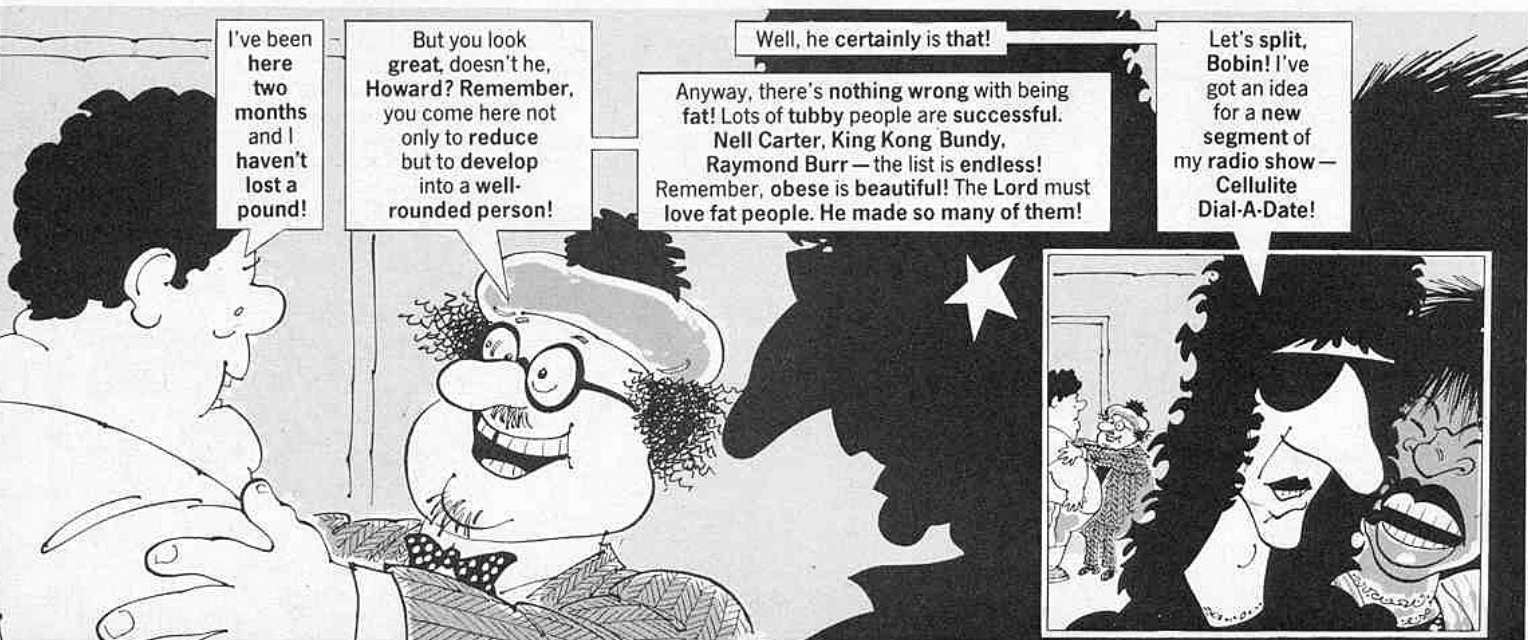
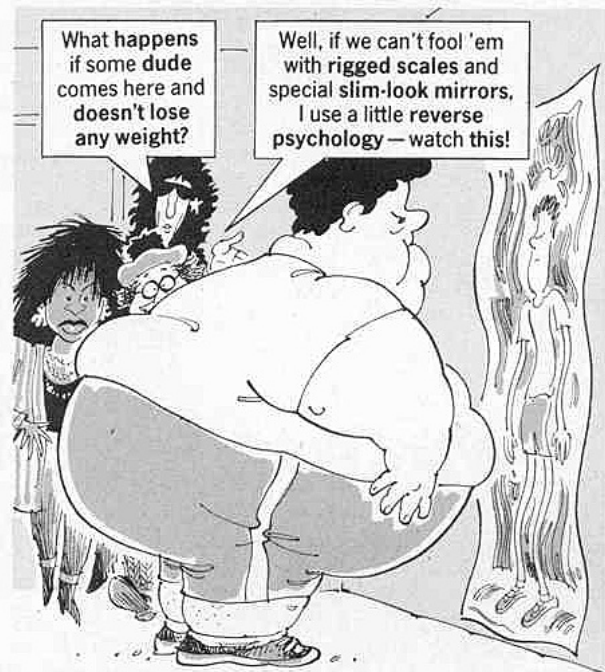
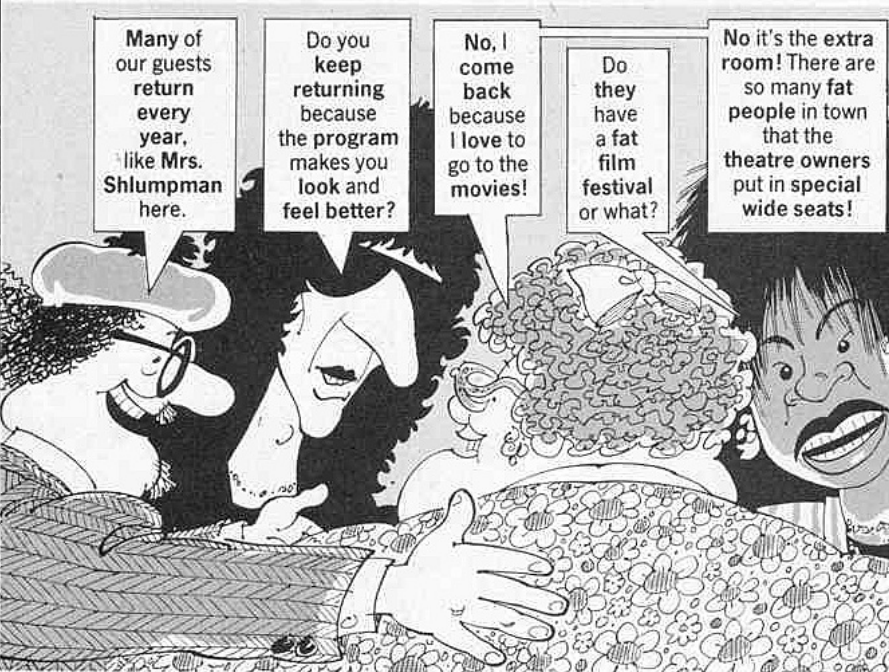
We don't starve them! Three times a day they're given a glass of flavored beef extract gelatin that provides all of their nutritional needs. This happens to be my personal favorite diet!

Because the people lose a lot of weight?

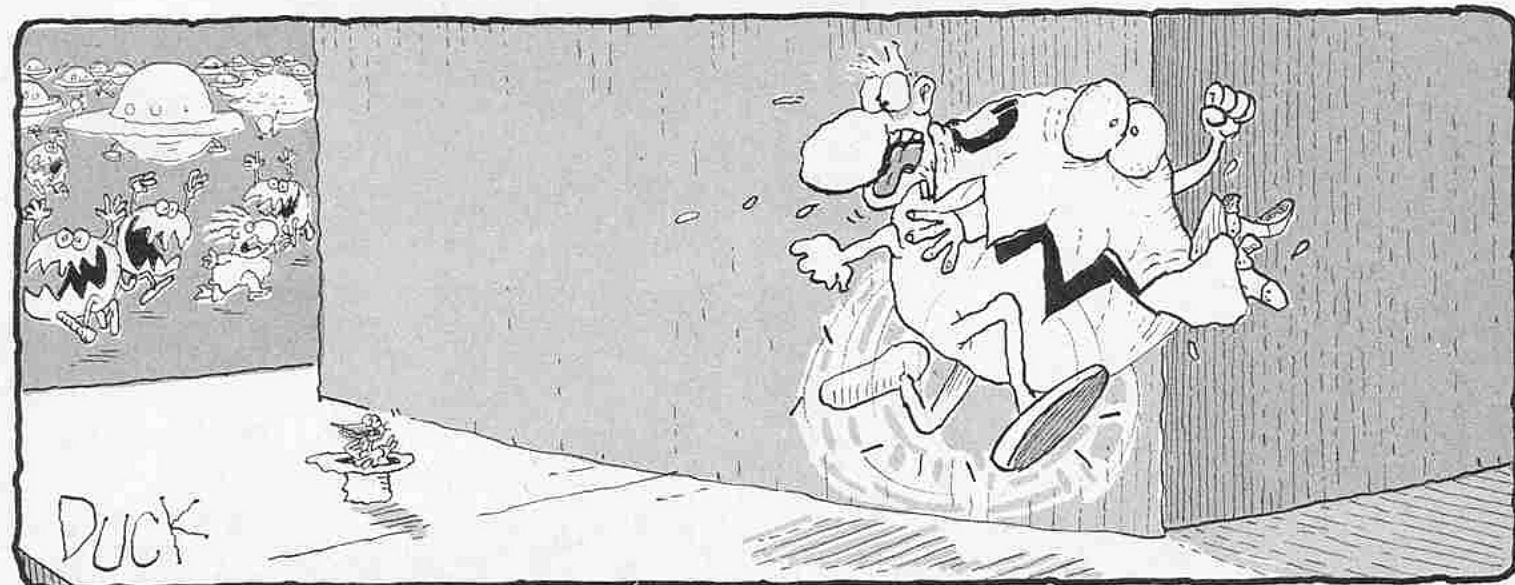
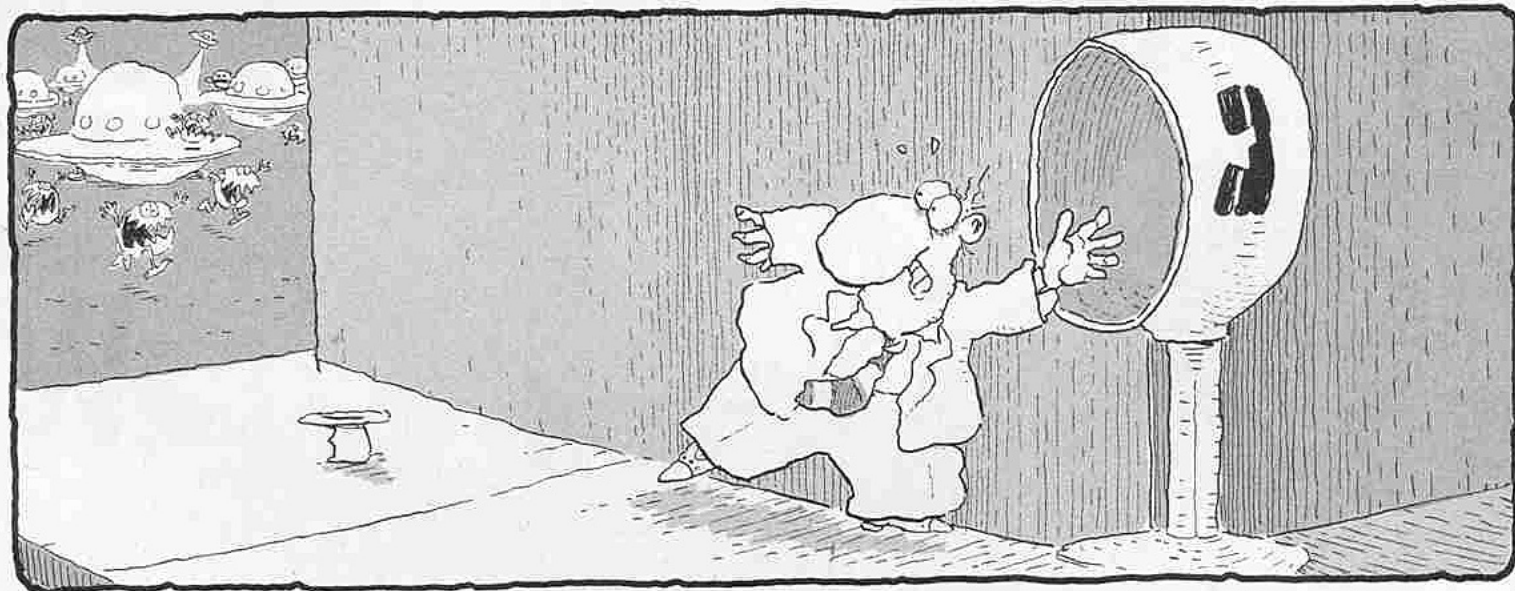
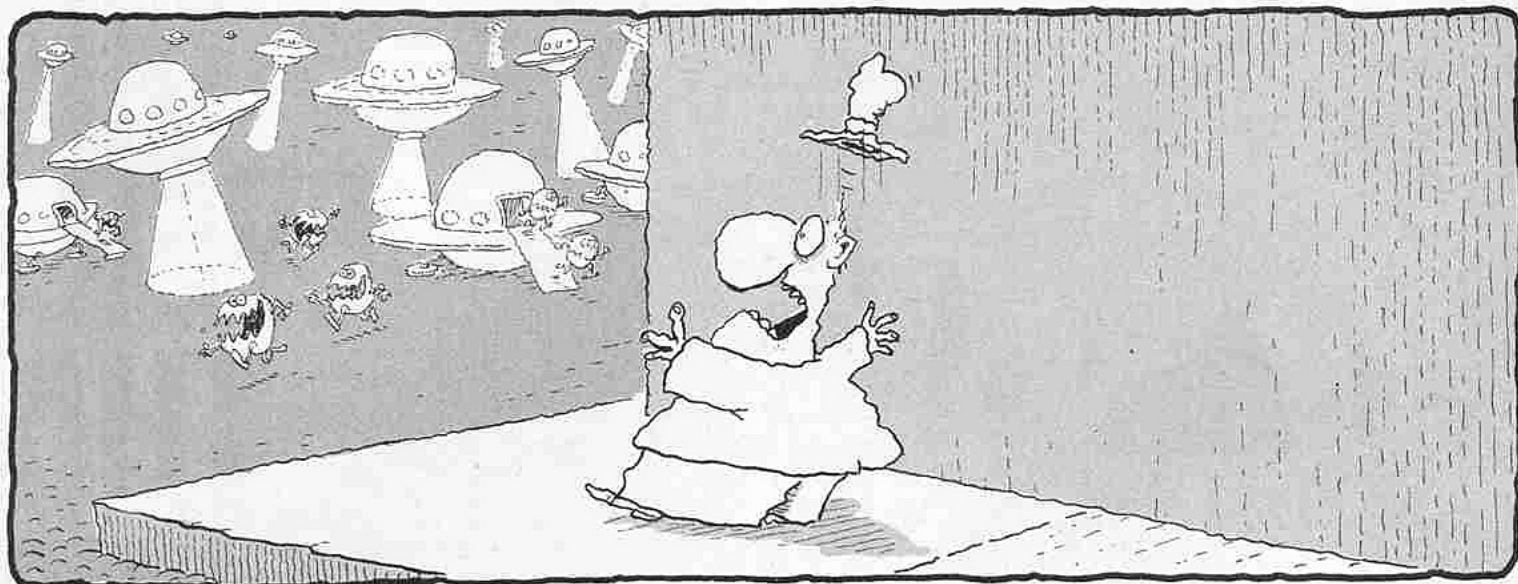
No, because I charge them for three meals a day and I don't have to feed them!

What's the toughest part of this weight loss racket?

Keeping up with the demand for diet books! I've got a full staff of ghost writers. Next to eating, the favorite pastime of overweight people is buying diet books! In some cases, they actually read the book, and in a few isolated instances they even try to follow the diet!



THE ALARMING ALIEN ATROCITY

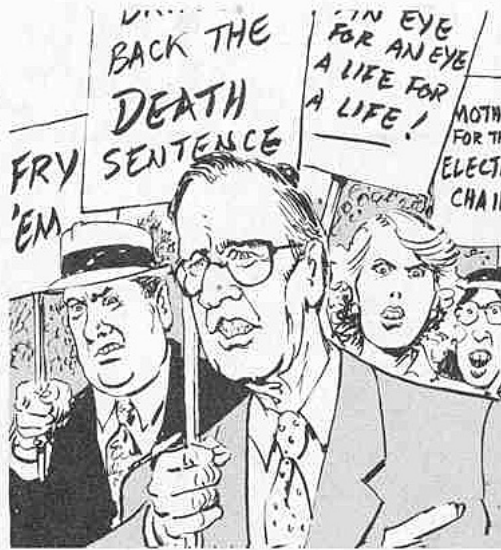
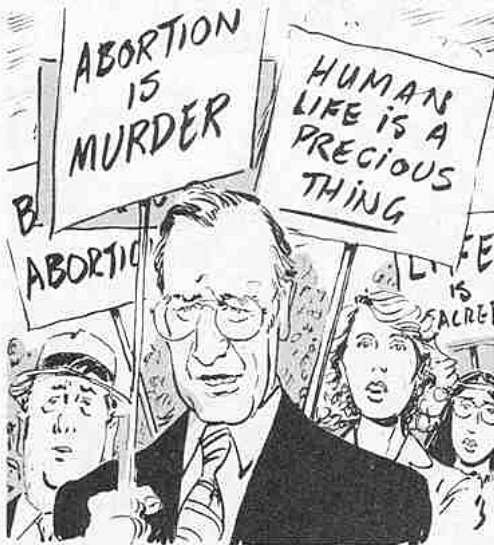


Did you ever notice that the so
time coming up with hackneyed

DID EVER THAT SAY PEO WH

ARTIST: HARRY NORTH

...bitterly oppose abortion...



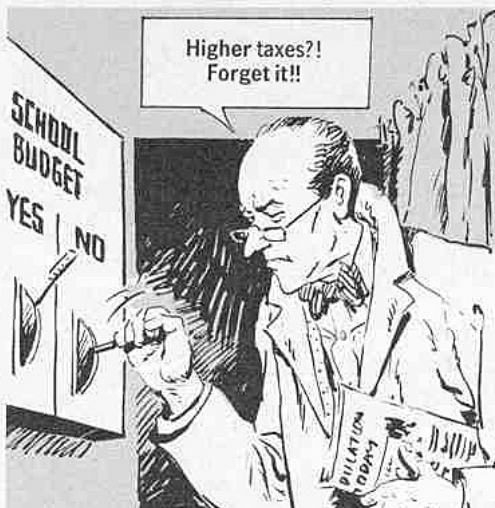
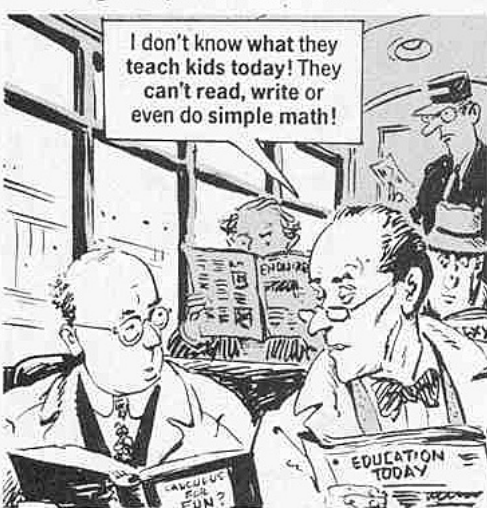
...are in favor of the death penalty!

...condemn pornography, sex
and adultery the loudest...



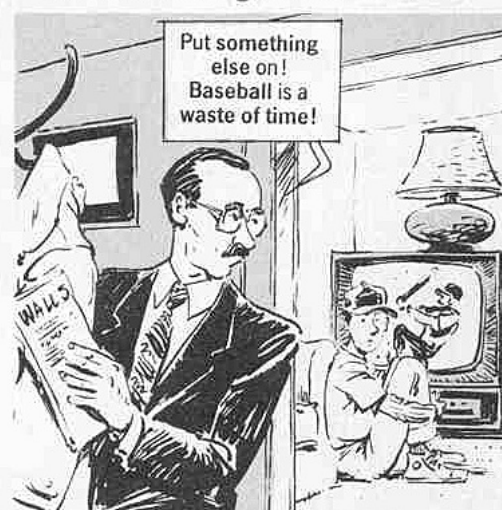
...expect to be forgiven when
they're caught messing around!

...gripe about the
quality of education...



...vote against any tax hike that
would give more money to the schools!

...aren't interested in sports and
don't attend a game all season...



me MAD writers who waste their
premises come up with stuff like

YOU NOTICE THE ME PLE HO...

WRITER: LOU SILVERSTONE



... say the government should do
something about the homeless...



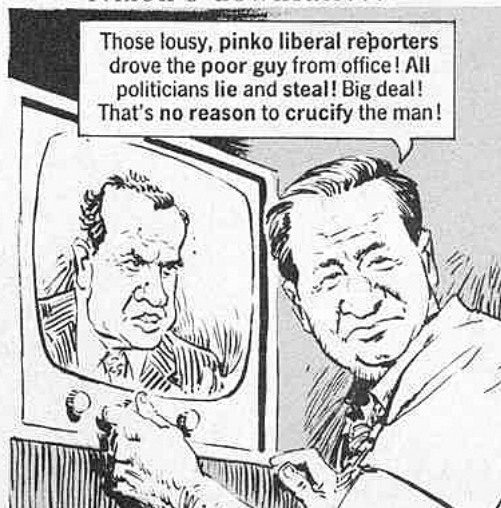
We have children! We
can't tolerate all
these bums living in
our neighborhood!

Definitely not!
Having them here
would ruin the
real estate values!



...go hog wild when it's suggested a
shelter be put in their neighborhood!

...blame the media for
Nixon's downfall...



Thank God we live in a country with a
free press! If it weren't for those
fine reporters, that clown might have
actually been elected president!



...praise the media for expo-
sing Gary Hart's womanizing!

...avoided serving in Vietnam...



We ought to invade Iran! And
when we finish there we
should go to Central America
and kick some Commie butt!

Right you are,
Junior! We
have to stop
those Commies!



WORLD ATLAS

...are among the most gung-
ho hawks in the country today!

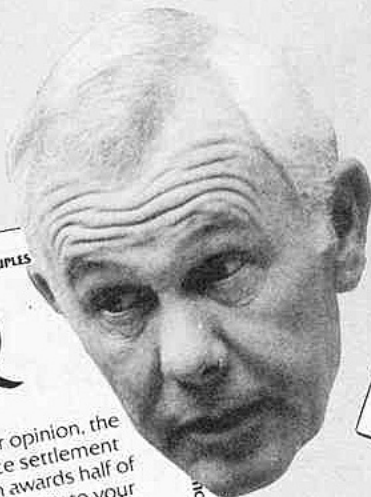
...end up with seats for Play-
off and World Series games!



CARD SHOCKS DEPT.

There's a popular game out called **A Question Of Scruples**, in which players ask each other questions pulled from a deck of "Scruples" cards. The questions are designed to reveal the strength (or complete lack of) a player's ethics, moral feelings and

SOME REAL "SCRUPLES" WE'D LIKE TO ASK



JOHNNY CARSON



JOHN GOTTI



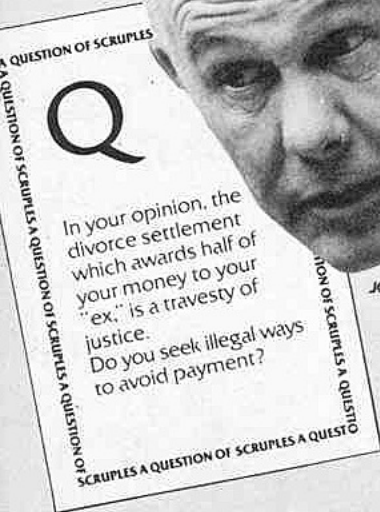
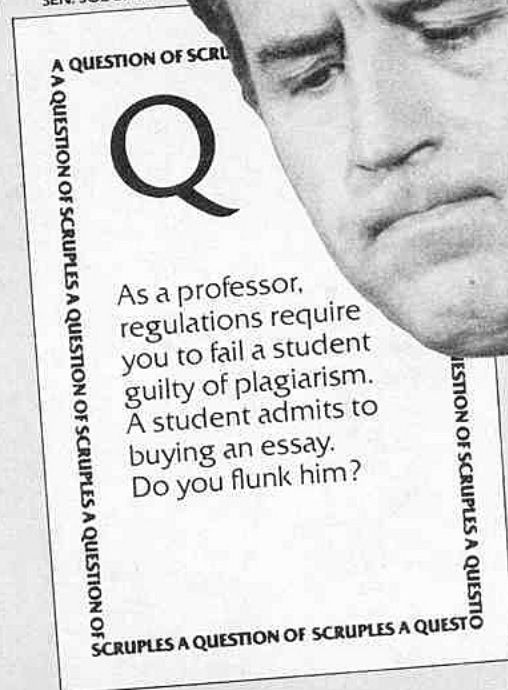
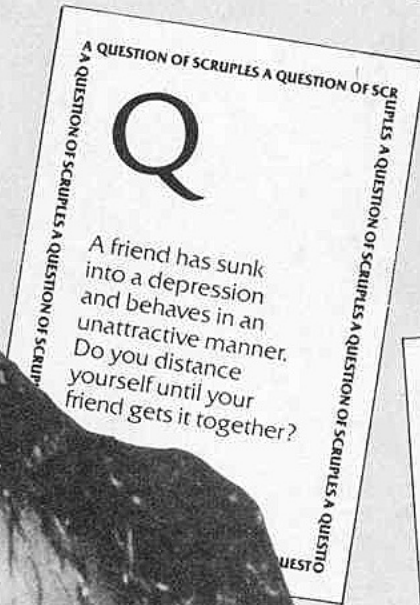
JESSICA HAHN



SEN. JOE BIDEN

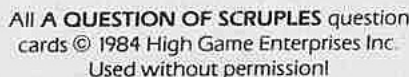


ROBIN GIVENS



**UPLES" QUESTIONS
SOME REAL PEOPLE**

GOTTI PHOTO: NEIL SCHNEIDER/NY POST



THREE MEN AND A BODY DEPT.

What's worse than taking a bad idea for a half hour TV show and stretching it into two hours? Right! Doing it with *three* different bad ideas and calling it...

THE ABC MISERY MOVIE

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Listen, Clodumbo and Giddyup Olive, the only way to deal with crime today is physically! Go after nerds in worse physical shape than yourself and kick and stomp them into a confession, regardless of whether or not they're guilty!

Yeah? Well let me tell you how I solve a crime, Mr. Strikeout! I badger the witness! I use a lot of cunning ploys! And I badger the witness! I'm rather sneaky in my ways! And did I mention I like to badger the witness?

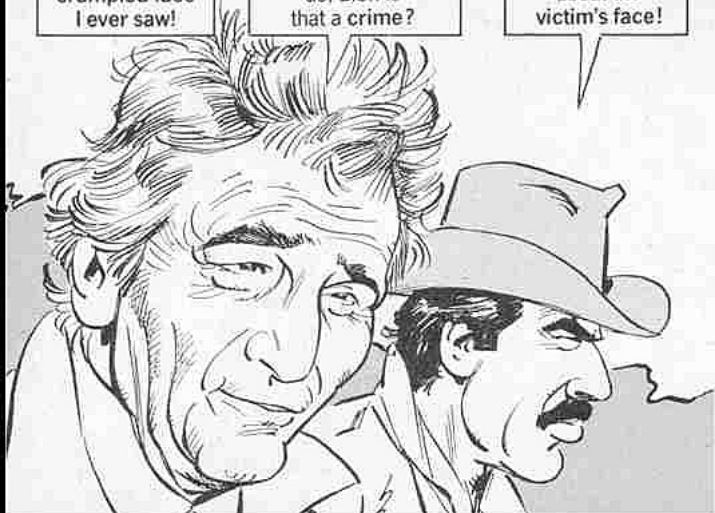
You have your way, B.S., and you have yours, Clodumbo! But I have a totally different approach! I use intellect! I delve into past cultures, primordial behavior, territorial imperatives, dominant aggression, archeological and illogical significance, and geo-bio-bullo gobbledee-gook until I build a case that no one understands, including me! It never misses!



Speaking of archeology, that's gotta be the oldest, most crumpled face I ever saw!

Hey, listen, I don't believe in cosmetic surgery like you do, B.S.! Is that a crime?

I wasn't talking about your face, Clodumbo! I was talking about the victim's face!



Speaking as an anthropology professor who will only teach students who get themselves involved in crimes that I can solve, I'd say that body is a perfectly preserved example of a neo-dindong civilization housefrau born somewhere between 210 A.D. and 1930!

Wow! You bald anthropologists really know your stuff! But somehow that face looks familiar!

You're right! That's Jessica—the old broad from "Murder, She Wrote"!



I'm not surprised Jessica got it! Every friend, relative, or minor acquaintance she ever had got murdered at one time or another, and that includes her postman and the paper delivery boy! There was nobody left to finish off except old Jessica herself!

Oh, by the way, Giddyap, if you'll pardon my famous curiosity, are you here to help with this case?

Sure! Remember, I'm an expert on relics—like Jessica—and besides, these days I'm not that welcome in New York City where my third of this show is based!

Can you blame them? In your first two shows you showed child pornography, public murders, satanic worship, animal sacrifice and brutal tong wars! You're giving New York Cesspool a bad name!

Hey, man, I was just trying to show the cultural flavor of the city!

Well, my third of the *Misery Movie* series is hard-hitting too! Why, in just my first two episodes in ritzy Palm Beach I exposed stale danish at a fancy tea party and uncovered a candy wrapper on one of our pristine beaches!



You take the study of anthropology quite seriously, don't you, Giddyap?

Yes, quite! I even own several Ming vases Clodumbo!

Really? What a coincidence! My wife and I own a couple of Franklin Mint plates ourselves!



Speaking of relics, I'd say your raincoat dates back to the Musty Dynasty!

Really, Giddyup? My guess is that it dates back to Goodwill Industry!

Along with your wig! Listen, guys, I'm not that welcome in Hollywood anymore, either! People say I nag them too much! I mean, isn't that ridiculous?



Can you three so-called super sleuths please pay some attention to this body? It was discovered by the bulldozer operator! They're clearing this land to build!

Let me ask you this, officer, if you don't mind! Another condominium?

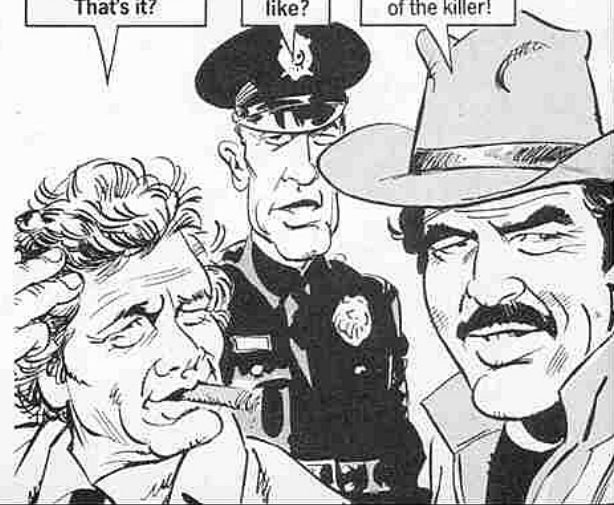
No, a playgroundominium! Palm Beach is getting even more exclusive! Parents are now paying \$250,000 a share for a section of swings and sliding ponds for their kids to personally own!

Hah! That's peanuts compared to the amount of money they offered me not to move here!

If you don't mind me asking, sir, is that all we have to go on? The body? That's it?

What more would you guys like?

How about the name of the killer? Better yet, the name and address of the killer!



Take notice, guys, what I lack in detective skills, I make up for in silliness!

B.S., what you lack in detective skills, the Three Stooges couldn't make up for in silliness!

I thought you guys were the Three Stooges!

I suggest we split up and each work on the crime using his own preposterous approach!

Right! Do you want a lift into town, Giddyup?

No thanks. B.S., I came by bike!

Now let me try to get this straight, Giddyup! I know you're supposed to be a jock in your series, but you biked 1500 miles from New York to Palm Beach?

Well, actually I only biked 1,000 miles! I jogged the rest carrying the bike on my shoulders!

How about you, Clodumbo? Are you going into town?

No, I'll stay here! I want to ask this bulldozer operator just one question...

Listen, if I were you, I'd give up right now, buddy!

Give up? What on earth for? I didn't do anything!

That doesn't really matter! Clodumbo will haunt you in such a way that you'll confess just to get him off your back!

Now let me see if I got your story straight! You were running your bulldozer, is that right, sir? Then you looked down and saw this body! Is that correct? I mean, I haven't left anything out, have I, sir?

No, that's it!

Fine! That's my only question! I hope I didn't delay you too long! You can go back to work now, and thank you for all your cooperation! And I mean that sincerely! Oh, just one thing... why did you hate Jessica?

Hate her? I didn't even know the woman!

This isn't getting annoying or anything, is it, sir?

Not at all! Look, why don't I press your raincoat with my bulldozer! You don't even have to bother to take it off!

Oh, oh, now I think you are annoyed! I can't imagine why people just don't warm up to me! Here, want to share my soggy two-week-old cigar for a while?

MAXWELL KORN WRECKING CO.

Now it's my turn to show how I solve crimes, Clodumbo! I'm examining this hair sample from the body! It can help give a positive date to its age! Some early cultures used animal fat as hair dressing! But this is from a later culture! I detect Grecian influences!

I'm really impressed, Giddyup! Can you figure out the formula?

Yes! This is Grecian Formula #9 for sure!

That matches the "plot formula #9" we're using!

How does that hair sample help with the murder case?

Let's not jump to conclusions! It may not be murder! There are barbaric cultures where old folks are abandoned and just left to fade away!

Is that the truth! I'm not doubting your word on this, Giddyup, but it's hard for me to imagine people doing that! Where did you witness such treatment?

How about in lots of nursing homes all across America, just for starters!

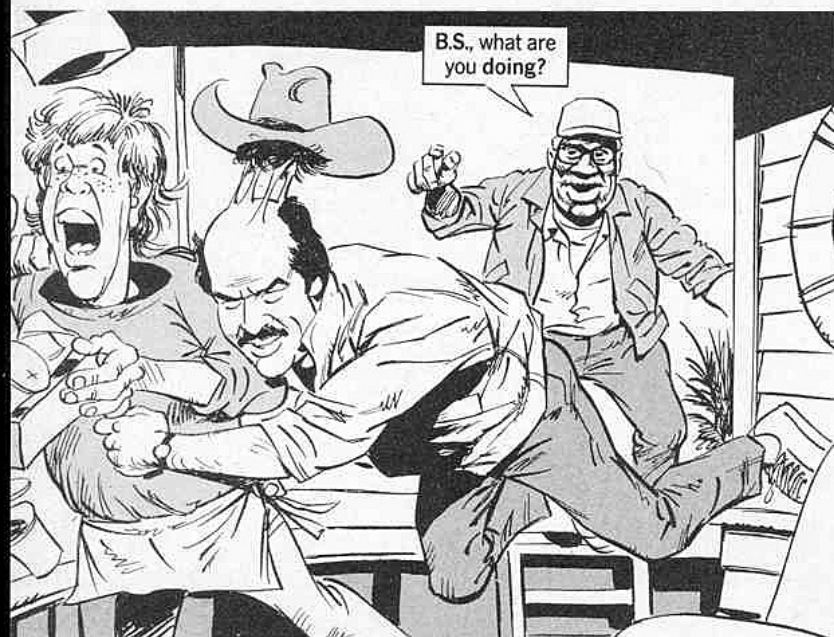
But right now it's time to say something profound! Ah, here's a gem! I'm quoting from Professor Chick Glitz...

You quote a lot of principles, but they never seem to have a bearing on the case you're working on!

They don't, but they sound so profound, I'm sure the viewers think they must have something to do with the case! Listen... "The trouble with learning from experience is that you get the test before the lesson!"



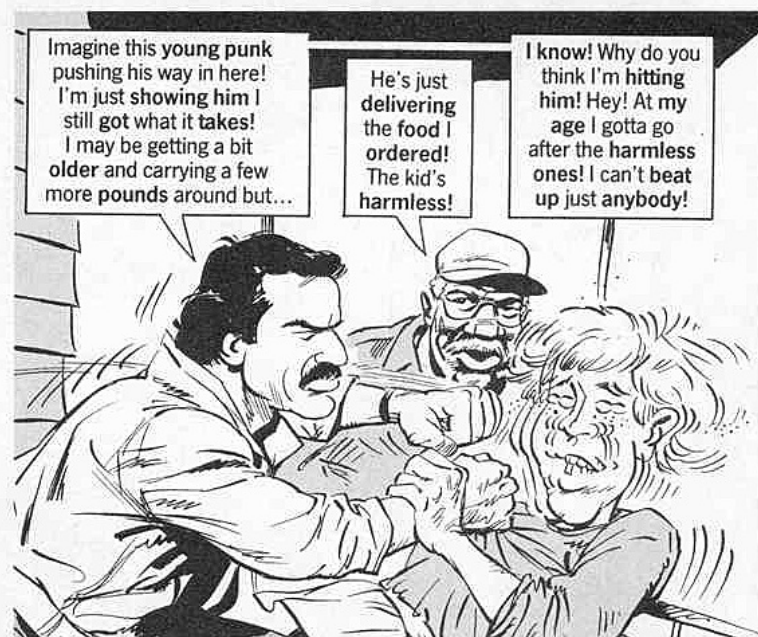
B.S., what are you doing?



Imagine this young punk pushing his way in here! I'm just showing him I still got what it takes! I may be getting a bit older and carrying a few more pounds around but...

He's just delivering the food I ordered! The kid's harmless!

I know! Why do you think I'm hitting him! Hey! At my age I gotta go after the harmless ones! I can't beat up just anybody!



I thought you were working on a case!

I am, but you know how I work! I let the facts stew in my mind while I roam the beach or walk through beautiful gardens!

And does that help you to think clearly?

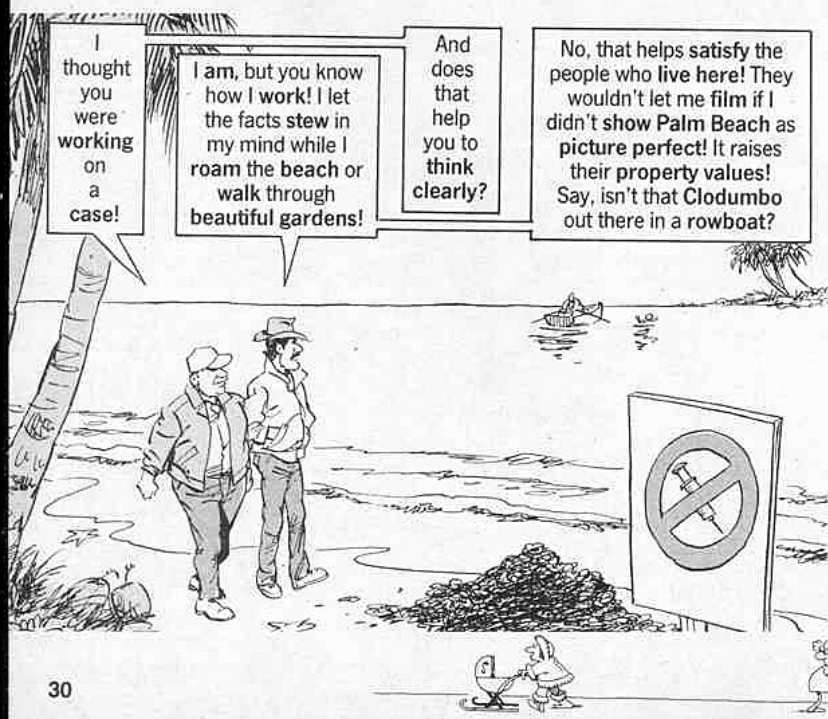
No, that helps satisfy the people who live here! They wouldn't let me film if I didn't show Palm Beach as picture perfect! It raises their property values! Say, isn't that Clodumbo out there in a rowboat?

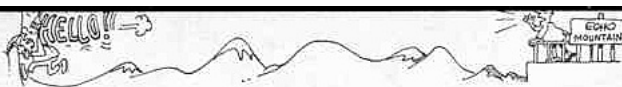
Just one more minute of your time, sir!

Clodumbo, I ventured way out here to get away from you! And I can't even swim! Now will you leave me alone! I know nothing about Jessica's murder, but I'll confess if you'll just leave me alone!

Oh, gosh! I think I see a huge shark coming this way!

Thank God! It'll be a much less painful death than dealing with you!





Okay, let's spin it out again — a woman who plays a sleuth on a hit TV series is murdered! Now, who would have a strong enough motive to do it?

How about someone who plays a sleuth on a TV series that isn't nearly as successful as Jessica's?

You're right! Clodumbo killed her! Wait! It could also be Giddyup Olive!

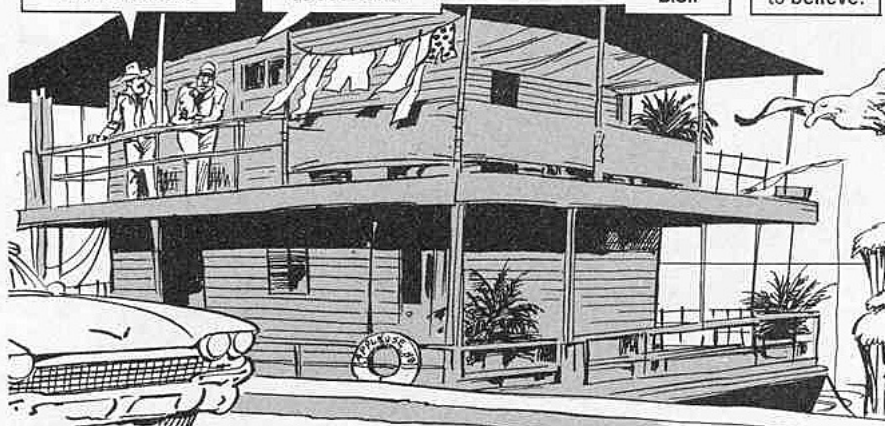
It might even be someone closer than that, B.S.!

You? No way, Odd! I find that too impossible to believe!

Listen, B.S., while you do some more thinking, I'll go out and dig up all the clues so you can once again solve the case and get all the credit!

Hey! How did you know that was my plan?

Easy! You signed to do only a 30-minute show! That means we need 90 minutes of filler to make this a two-hour movie!



I saw you trying to sneak onto my houseboat, punk! Stop!



I caught you and I'm not even winded! My God, it's Jessica! You're not dead!

Right! And I would've gotten away for sure if they hadn't sent in your double to run for you, fatso!



But how could you still be alive? We saw you lying in the field dead, right guys?

Did any one of you so called sleuths check to see if I was actually dead? I was just sound asleep!



Now let me get this straight, if you don't mind, Jessica! You mean to say that you were sound asleep and you didn't hear the three of us talking?

Of course I heard you talking! What do you think put me to sleep? But I figured I'd let you boys carry on like the jerks that you are and prove that just one old broad like me can outshine three old geezers like you!

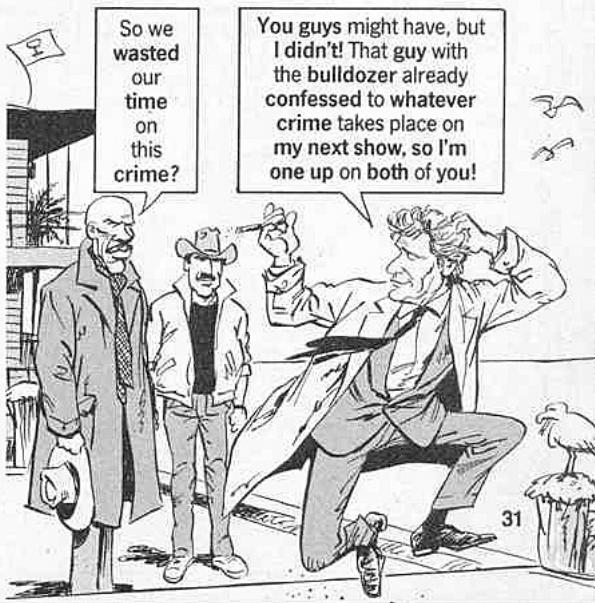
Oh, yeah? Says who?

Well, the Neilsen ratings, for one!



So we wasted our time on this crime?

You guys might have, but I didn't! That guy with the bulldozer already confessed to whatever crime takes place on my next show, so I'm one up on both of you!



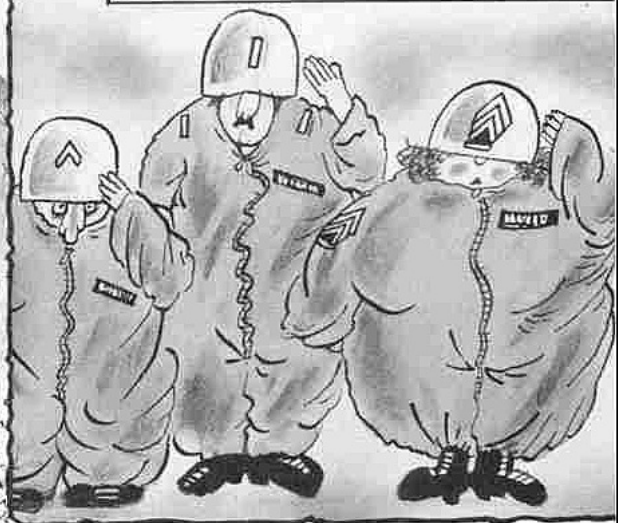
COMING TO A DEBT END DEPT.

MAD Suggestions for REDU

REDUCE THE NATIONAL PARK WORKFORCE BY MAKING
WILDLIFE EARN THEIR KEEP!



ISSUE "ONE SIZE FITS ALL"



PACKAGE AND SELL SHREDDED GOVERNMENT
DOCUMENTS AS KITTY LITTER ...



REDUCE MILITARY PARADES
TO A ONE-MAN BAND...



COLLECT ROYALTY FEES
THE NATIONAL



CING the NATIONAL DEBT

UNIFORMS TO THE ARMED SERVICES...



SELL VANITY LICENSE PLATES TO FOREIGN DIPLOMATS...



ARTIST AND WRITER: PAUL PETER PORGES

TURN OVER OUR FOREIGN LOAN COLLECTIONS TO A TOUGHER AGENCY...



FOR THE SINGING OF ANTHEM...

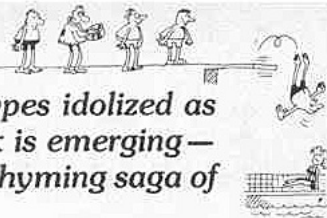
R-SPANGLED BANNER...



SET UP A "SHARE-A-RIDE" SYSTEM FOR GOVERNMENT LIMO USERS...



Legend has it that college athletes once were clean-living, law-abiding types idolized as role models. But with all the recent scandals, it seems a new breed of jock is emerging — one who's more a role model for aspiring criminals! Which leads us to this rhyming saga of



TEN COLLEGE ATHLETES

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

*Ten college athletes,
The best the school could sign;
One punched out a campus cop —
Slam! Bam! We're down to nine.*



*Nine freshmen athletes,
Beefed up and looking great;
One OD'd on steroid shots —
He's stiff, which leaves us eight.*



*Eight freshmen athletes,
With juiced-up Porsches revvin';
One was driving stolen wheels —
Beep-beep — we're down to seven.*



*Four junior athletes,
Unleashed and running free;
One shot up a bar and grill —
Boom! Boom! We're down to three.*

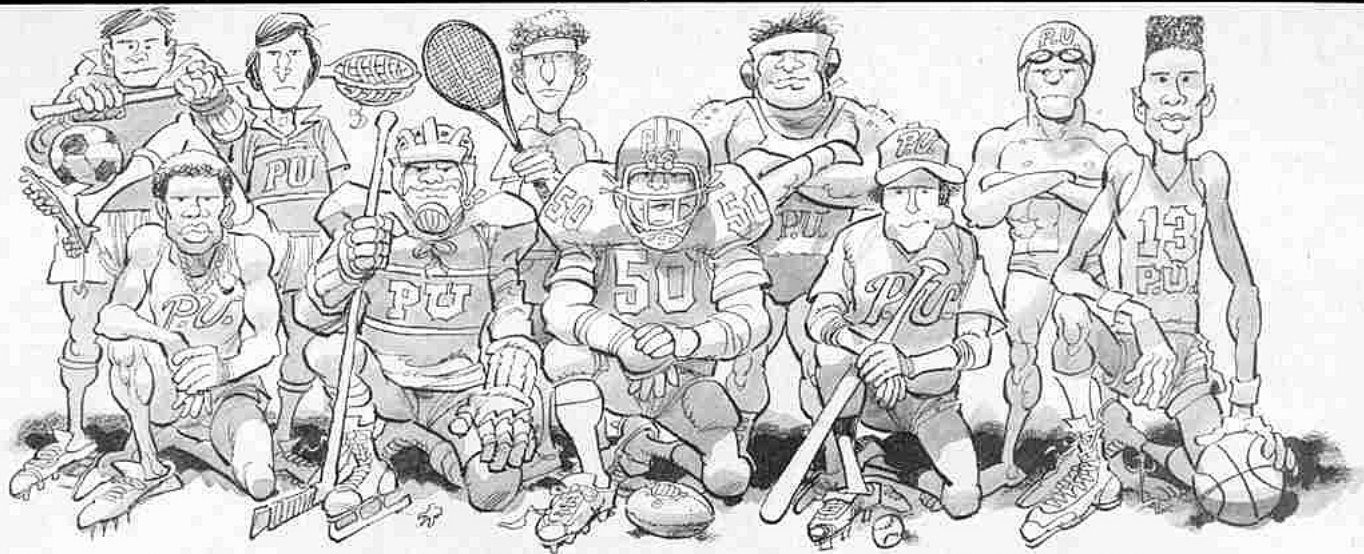


*Three senior athletes,
In class, without a clue;
One flunked out and stabbed his prof —
Point made — which leaves us two.*



*Two senior athletes,
Their school-days nearly done;
One got nailed for coed rape —
School's out — we're down to one.*





*Seven soph'more athletes,
Big spenders with the chicks;
One took payoffs from alums—
Bye, guy—that leaves us six.*

*Six soph'more athletes,
Each betting he'll survive;
One helped gamblers fix a game—
Bet's off—we're down to five.*

*Five junior athletes,
Hot stuff and out to score;
One got busted dealing coke—
Toot-toot—that leaves us four.*



*One college athlete,
Respected, clean, sincere;
My gosh, he's gonna graduate!
Hey! What's he doing here?*



COMPASSION



Let me help you carry those packages, sir...

I'll open your door for you...

Is there anything I can do to help?

No, no, thank you all for your concern, but there are some things I've got to learn to do for myself!

Like never sneaking into a "For Handicapped Only" parking space again!



BERG'S-EYE VIEW DEPT.

THE LIGHTS

DOUBLE STANDARDS

Your Honor, I feel I'm not qualified to sit on this jury because I'm totally against the death penalty!

This isn't a capital case, it's a civil suit! A wife is suing her husband for giving her a black eye!

In that case I'm totally for the death penalty!



QUICK THINKING

I just heard a noise downstairs! It could be a burglar! I'm going to call for a pizza!

A pizza? Are you nuts? You should be calling the police!

No, nowadays the pizza delivery guy shows up faster than the police answer your call! If there's a burglar down there, he'll run!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

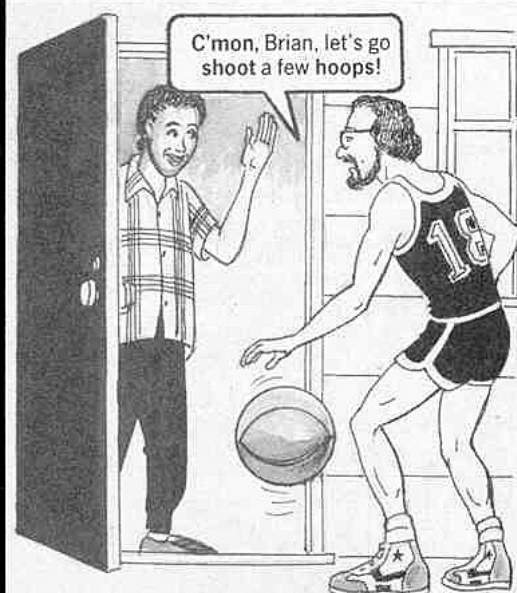
HUNTERS

CAK! CAK! CAK!
CAK! CAK! CAK! CAK!

There, that should prove that semi-automatic rifles can be used by sportsmen for hunting only! I sure got that critter!

You sure did, Billy Joe! I only wish we could tell what kind of a critter it was!

BACHELORS



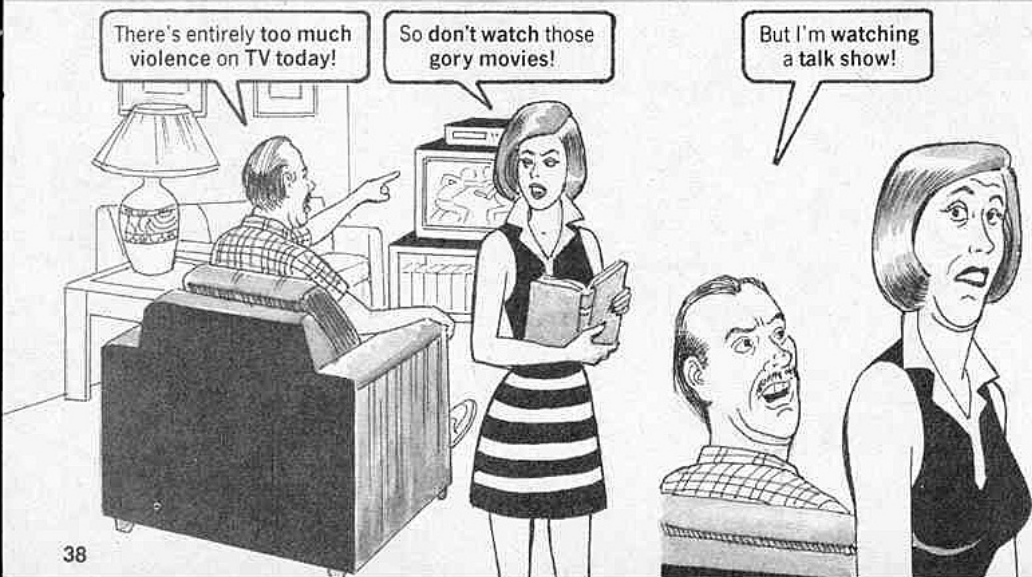
RESTAURANTS



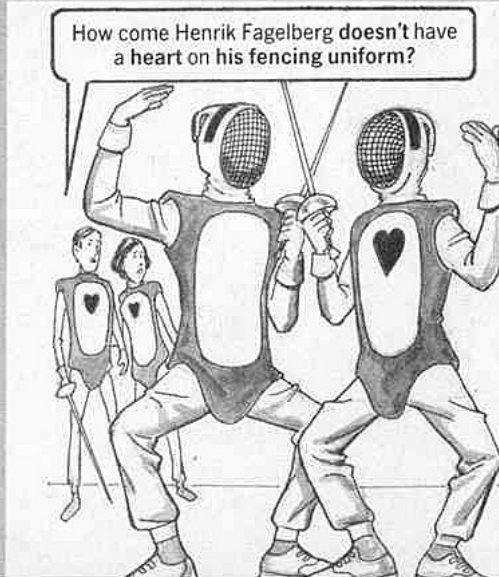
COMPUTERS



TELEVISION



DRESS CODES



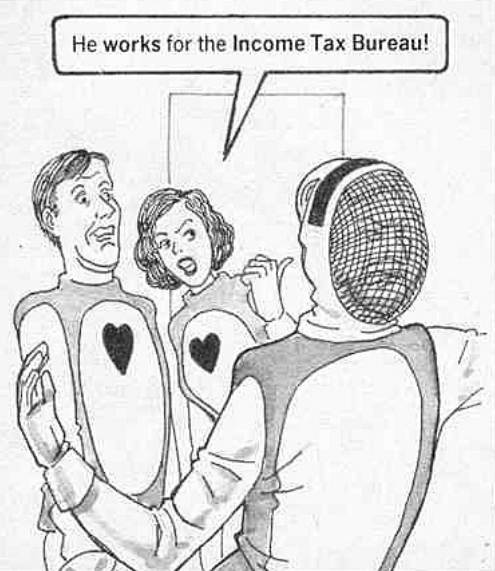
SHOPPING



TEENS



PREDJUDICE



THE OFFICE

I've called a staff meeting everyday this week and I will continue to call these meetings...

...until I find out why there's no work getting done around this office!

RELATIONSHIPS

You might as well accept it, Tim! I'm dumping you!

Just like that? Without even a clue? How can you be so cruel, so heartless, when you know how deeply I feel about you!

Listen, don't lay it on me 'cause you're a sucker for sensitive, caring women!

DOCTORS

To tell you the truth, Mrs. Kaputnik, I don't like the looks of your husband!

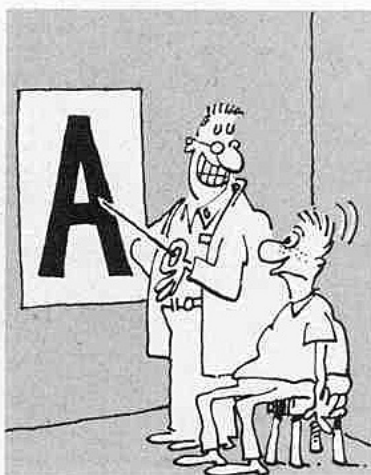
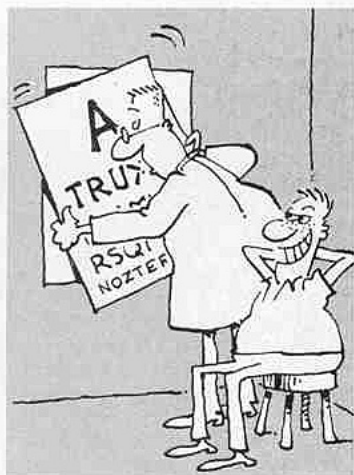
Neither do I, Doctor!

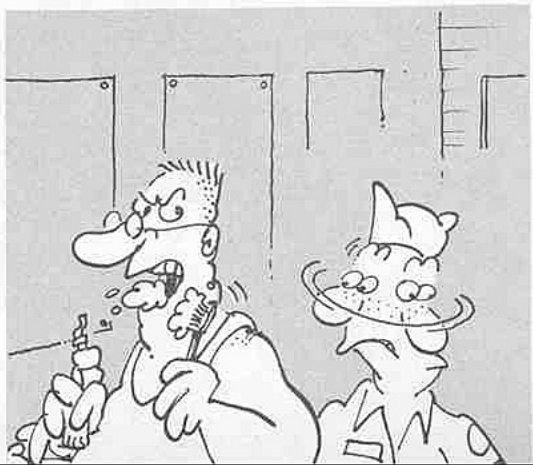
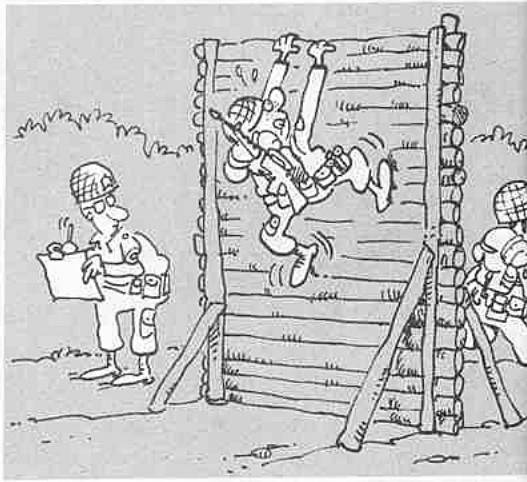
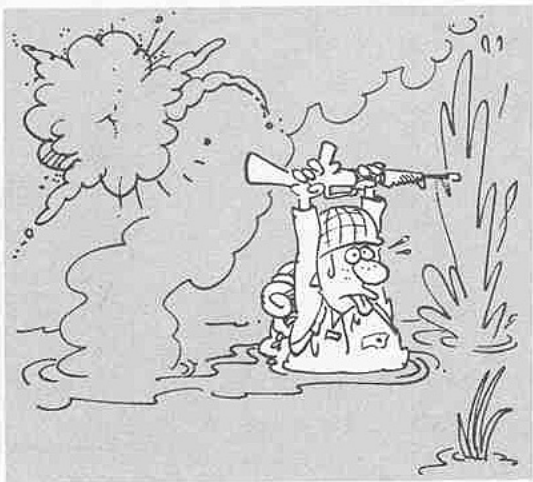
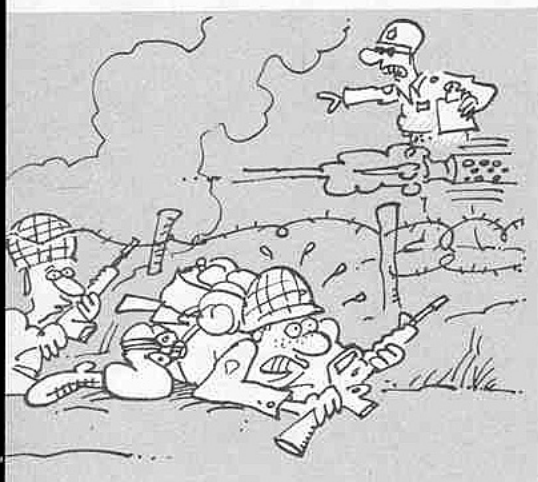
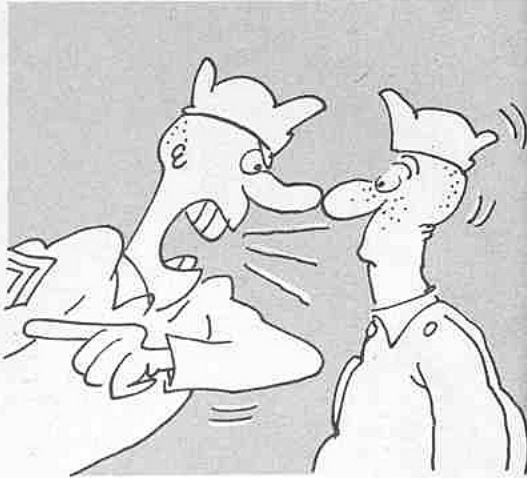
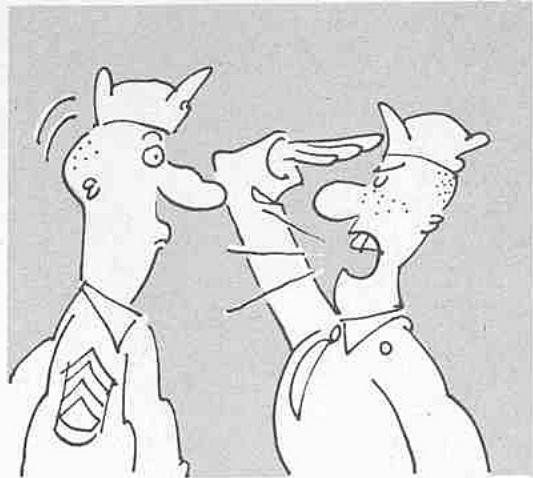
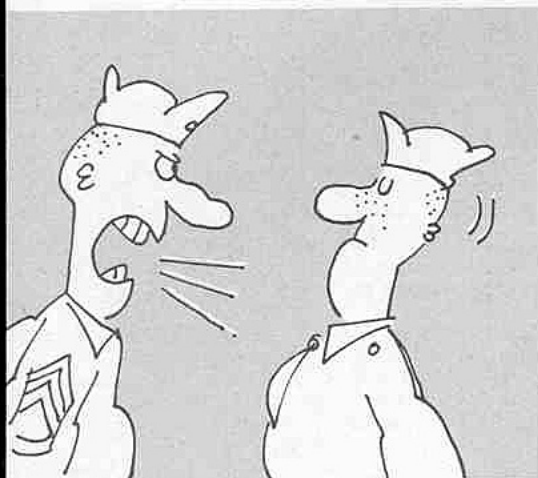
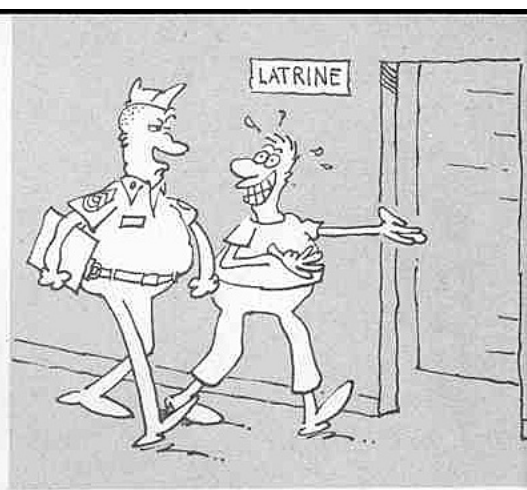
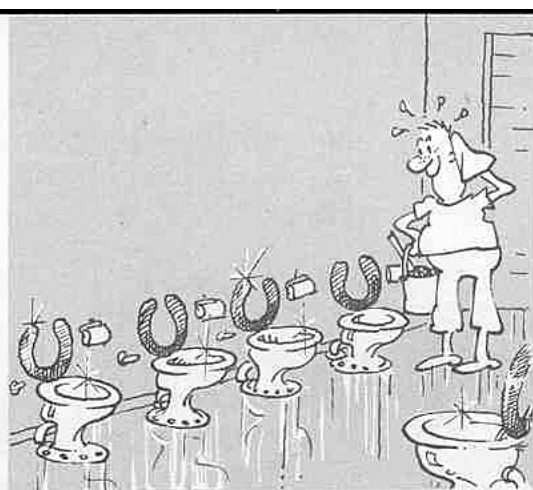
But he's a good father and a hard worker! So if he's no Tom Cruise...

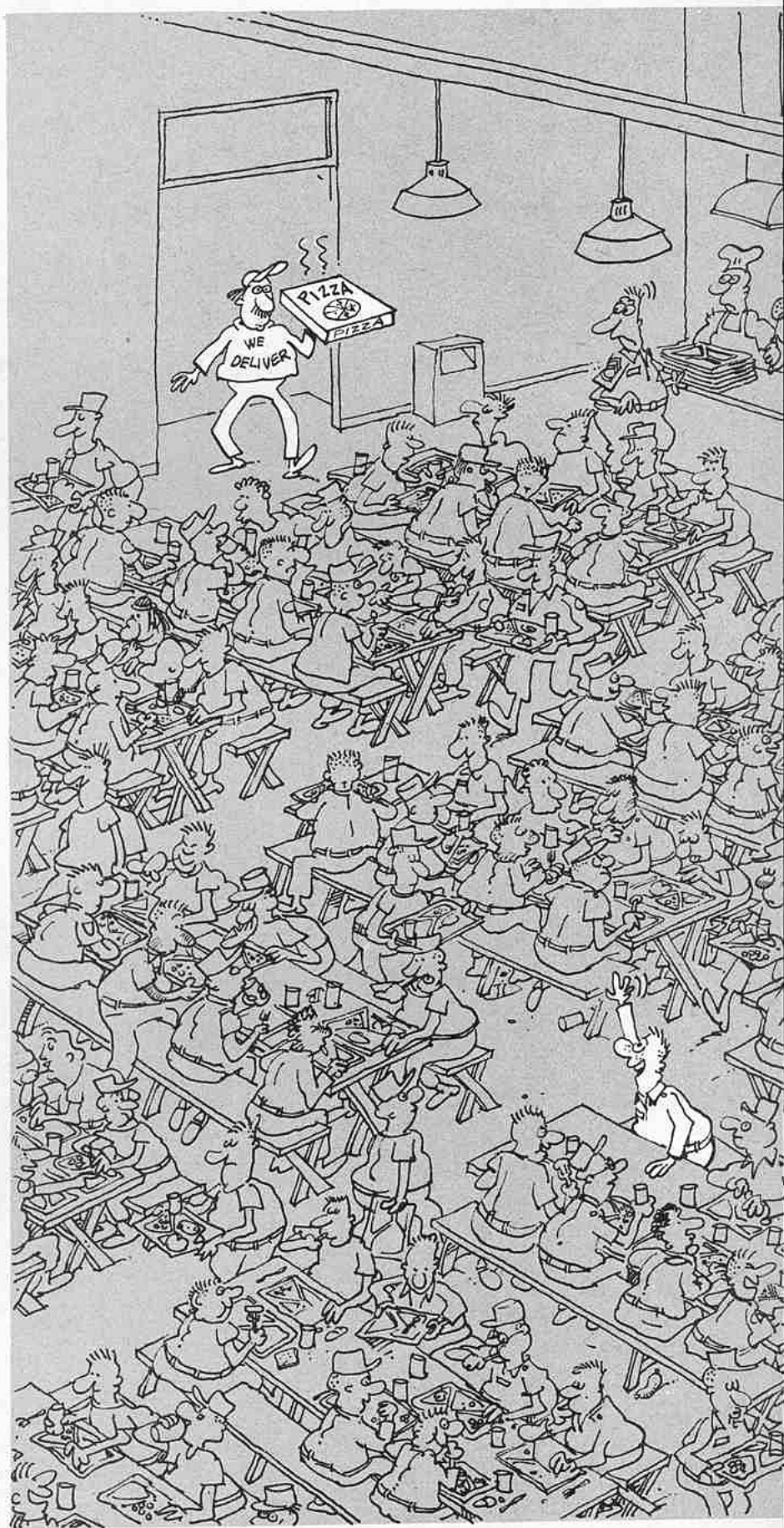
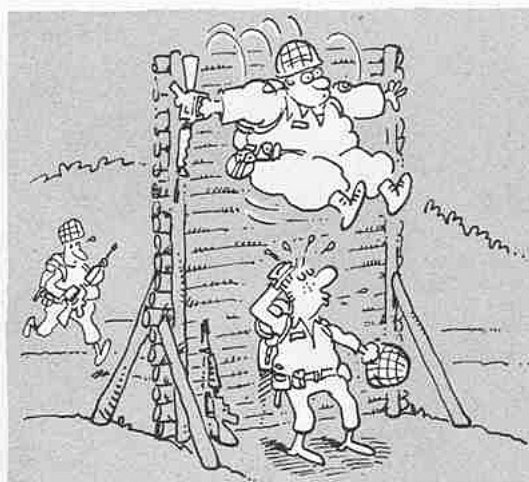
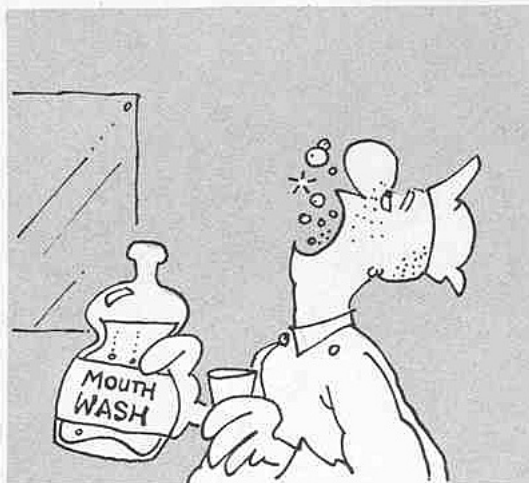


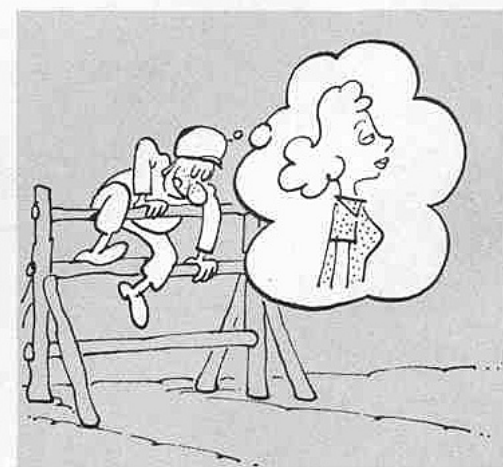
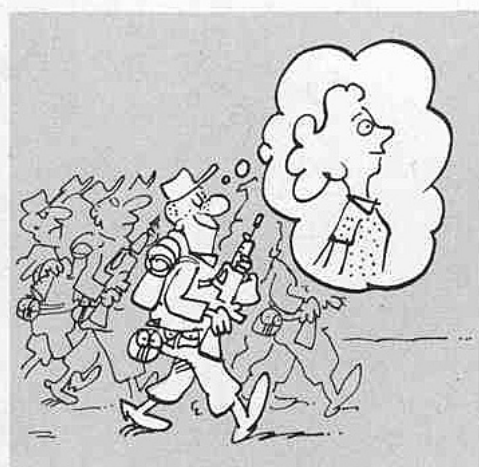
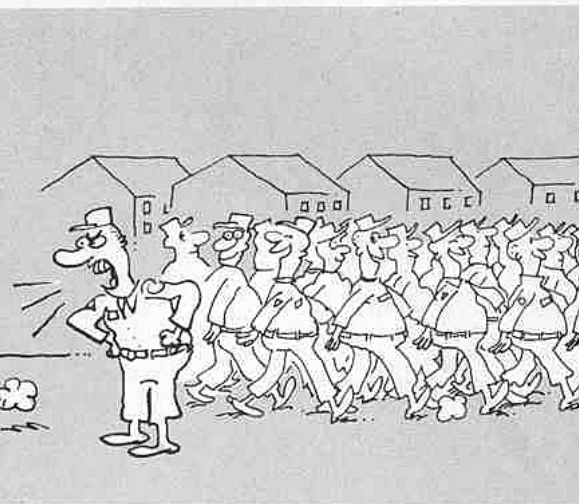
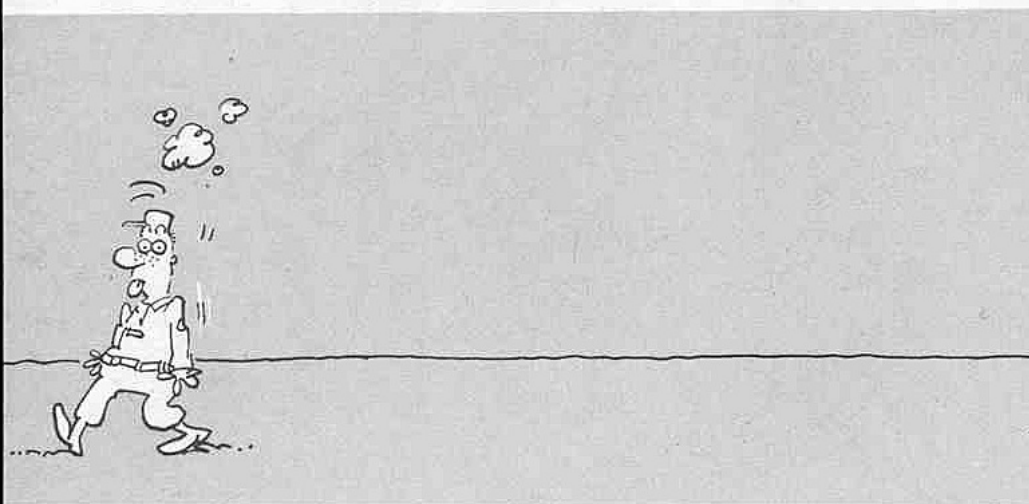
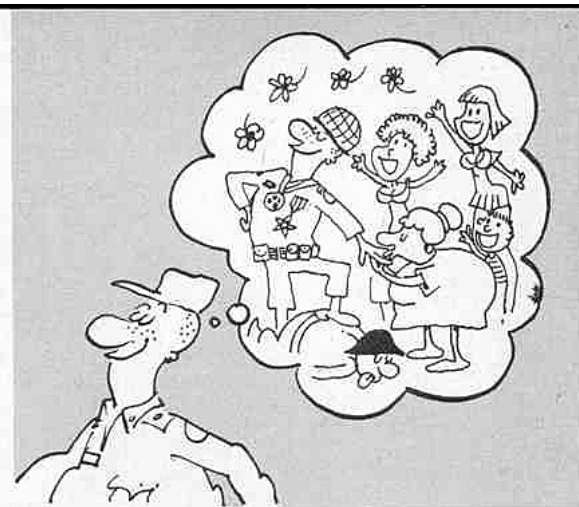
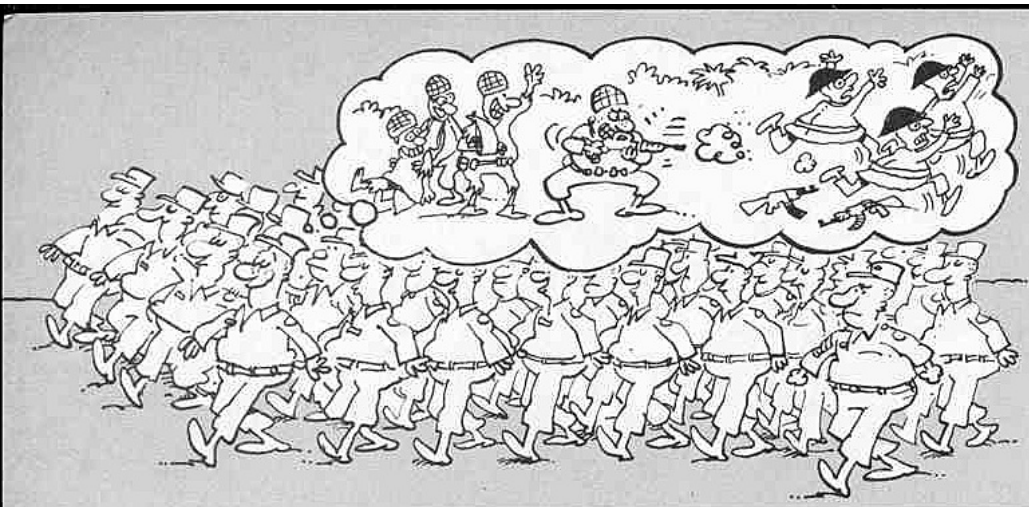
A MAD LOOK AT BASIC TRAINING

ARTIST AND WRITER: SERGIO ARAGONES









MANNEQUIN DEPRESSIVES DEPT.

Remember those awful Teddy Ruxpin, Strawberry Shortcake and Cabbage Patch dolls? Other than costing a mint, they never taught kids anything about the real world! *These* dolls do! Here's...

MAD's POLITICALLY INSPIRED DOLLS

ARTIST: RICK TULKA

WRITER: DENNIS SNEE

LITTLE LILY WHITE The South African Apartheid Doll



The free world may frown on South Africa's stupid racial apartheid policies, but you'll never see a frown on the face of little Lily White! From her white skin to her white party dress to her naturally blonde hair (no black roots), Little Lily desperately clings to the backward notion that one race is superior to another! Lily comes with her own carrying case with separate (but not equal) compartments for all your dolls of other colors!

TOKYO TOMMY The Japanese Investor Doll



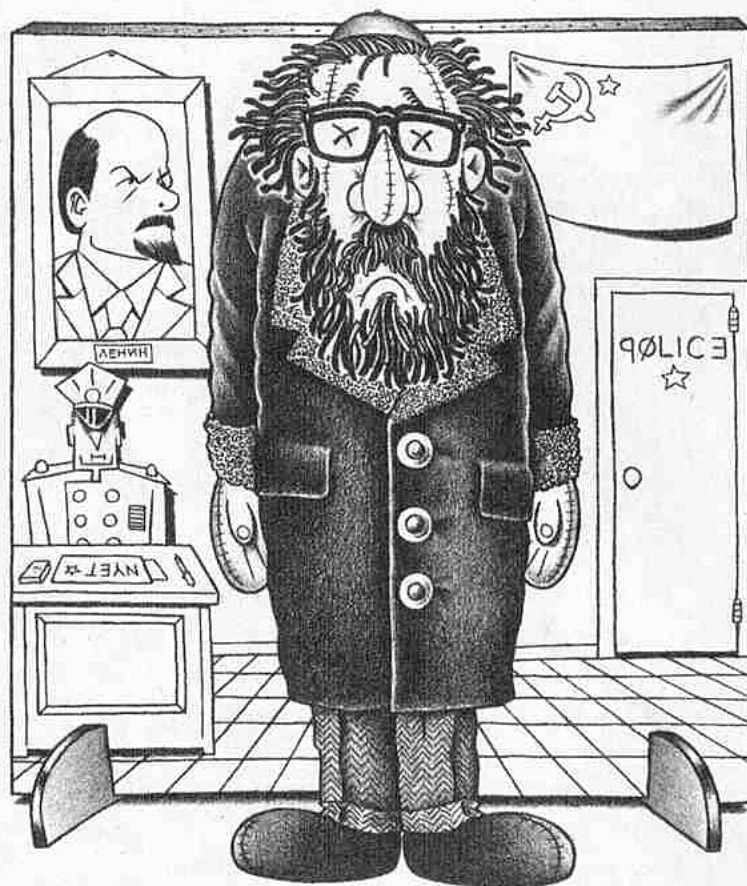
Tokyo Tommy is a happy doll who likes to do what many of our Japanese friends like to do — "Buy America." No, not American products — Tommy wants to buy America itself! Tommy doesn't come with accessories like a dollhouse or swimming pool. He comes with a big bag of Yen, so he can buy *your* dollhouse and swimming pool and golf course and office buildings and corporations! Tokyo Tommy... get him now — before a trade war develops!

FURIOUS FREDDIE The Unemployed English Soccer Fan Doll



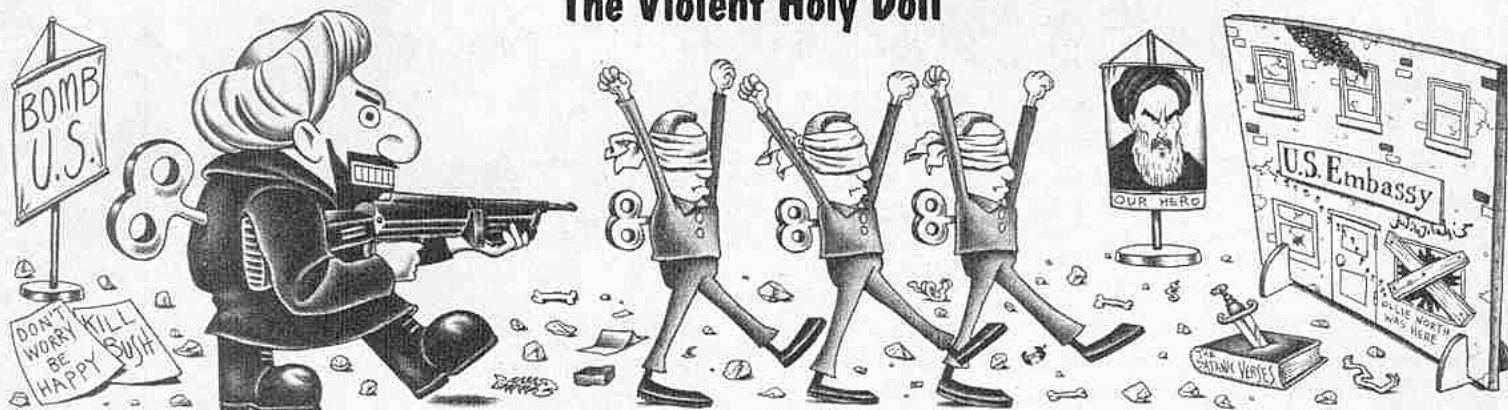
Furious Freddie is the perfect doll to teach a child about England's lackluster economy and her insane sports fans at the same time! Furious Freddie is annoyed about not having a job, and livid about his soccer team's loss record! Mix the two and you have one steamed Englishman! Plus, learn about British weather *and* British temperament with his handy umbrella! It opens to reveal a cute, effective billy club! Furious Freddie—he's a riot!

NOT-SO-JOLLY ANATOLY The Russian Refusenik Doll



Let Not-So-Jolly Anatoly introduce you to an unpleasant aspect of life in the Soviet Union—the policy of not allowing Russian “Refuseniks” to leave the country! Anatoly comes with a doll “house arrest” set that he can play inside (but not get out of)! You can buy Anatoly at a toy store near you, but he doesn't have permission to leave the store. You can't take him home! Educational fun for everyone!

DANGEROUS DAN OF IRAN The Violent Holy Doll



Mom, if your children have the bad habit of leaving their other dolls lying around, introduce them to Dangerous Dan of Iran! Dan will not only take the other dolls hostage (in his “Occupied U.S. Embassy” Action Set—sold separately), he'll also teach your youngsters about maniacal nationalism and fanatic devotion to an unstable, paranoid leader! Dan also comes with changeable signs to fit the uprising of the moment!

CUDDLY CARLOS

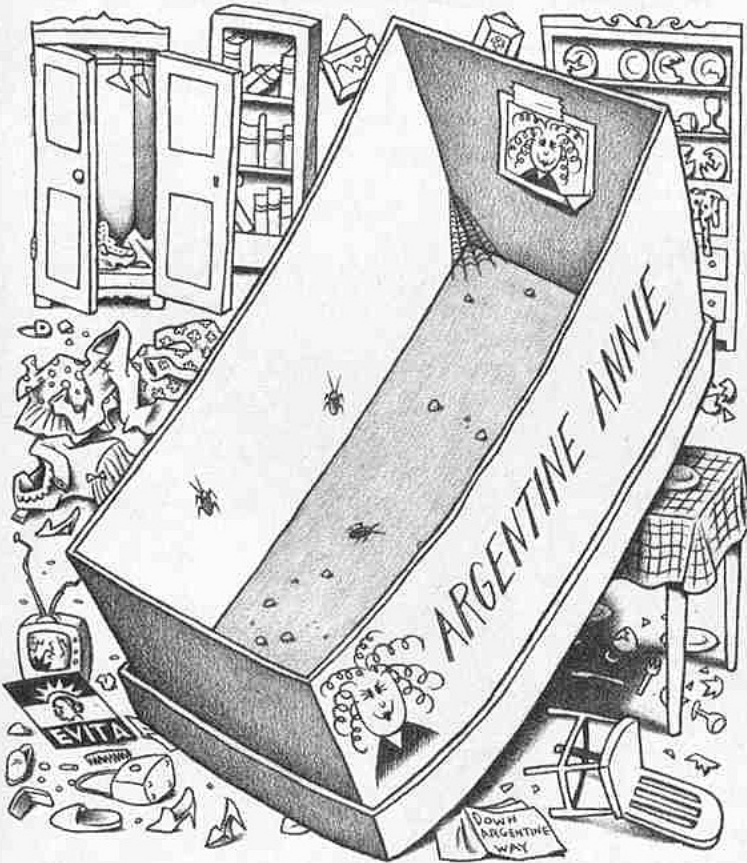
The Colombian Cocaine Kingpin Doll



The perfect doll to introduce a tiny tot to the world of international drug trafficking! Cuddly Carlos comes with both his "home" (jungle fatigues) and "away" (business suit) outfits. Also includes lifelike toy attaché case containing lifelike toy Uzi — for dealing with those pesky drug enforcement agent dolls! And, look for Cuddly Carlos's remote jungle landing strip and bulletproof limousine action sets (each sold separately)!

ARGENTINE ANNIE

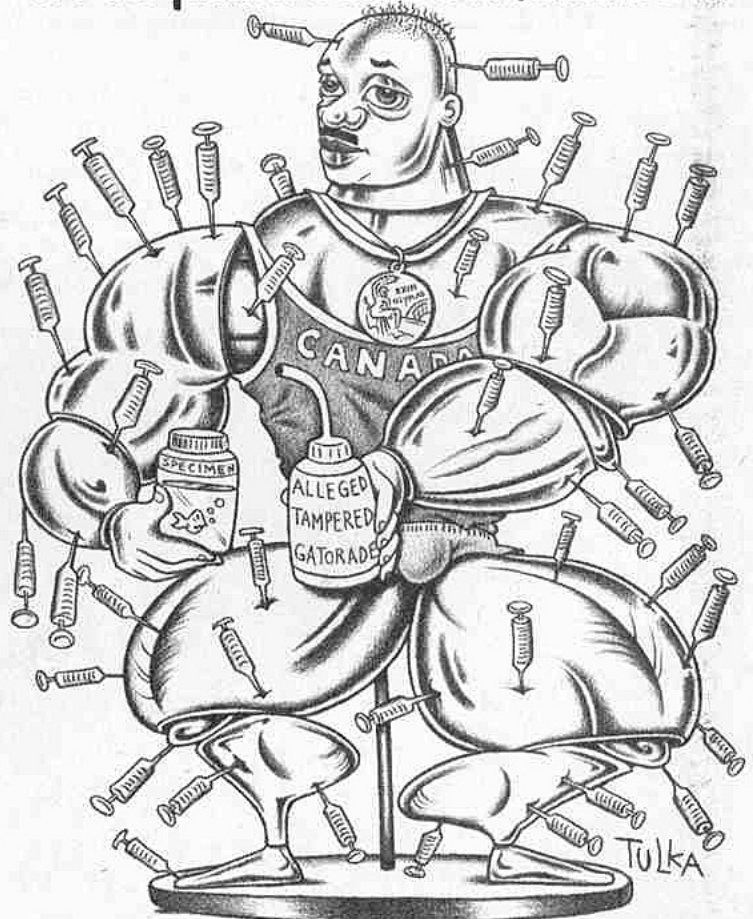
The Missing Political Prisoner Doll



Like many citizens of Argentina, Annie somehow "turned up missing" between the doll factory and the toy store. What you get are a box, clothes and accessories, but no doll! Anytime your little brother or sister misbehaves, take out Annie's empty cardboard box and remind them about what happens to those who disagree with the ruling party (you)! Argentine Annie — She's the doll lots of people are talking about, but not too many have seen lately!

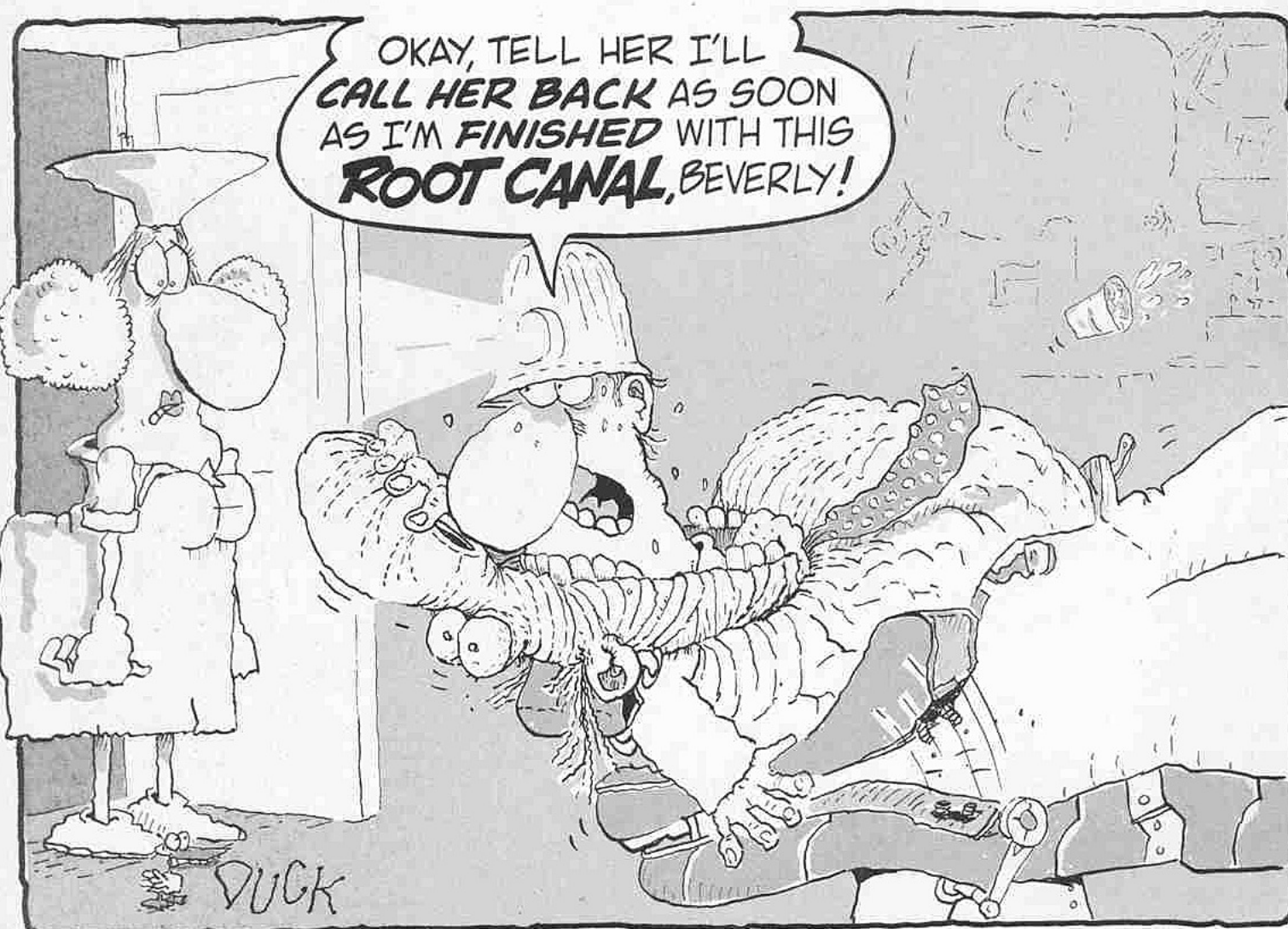
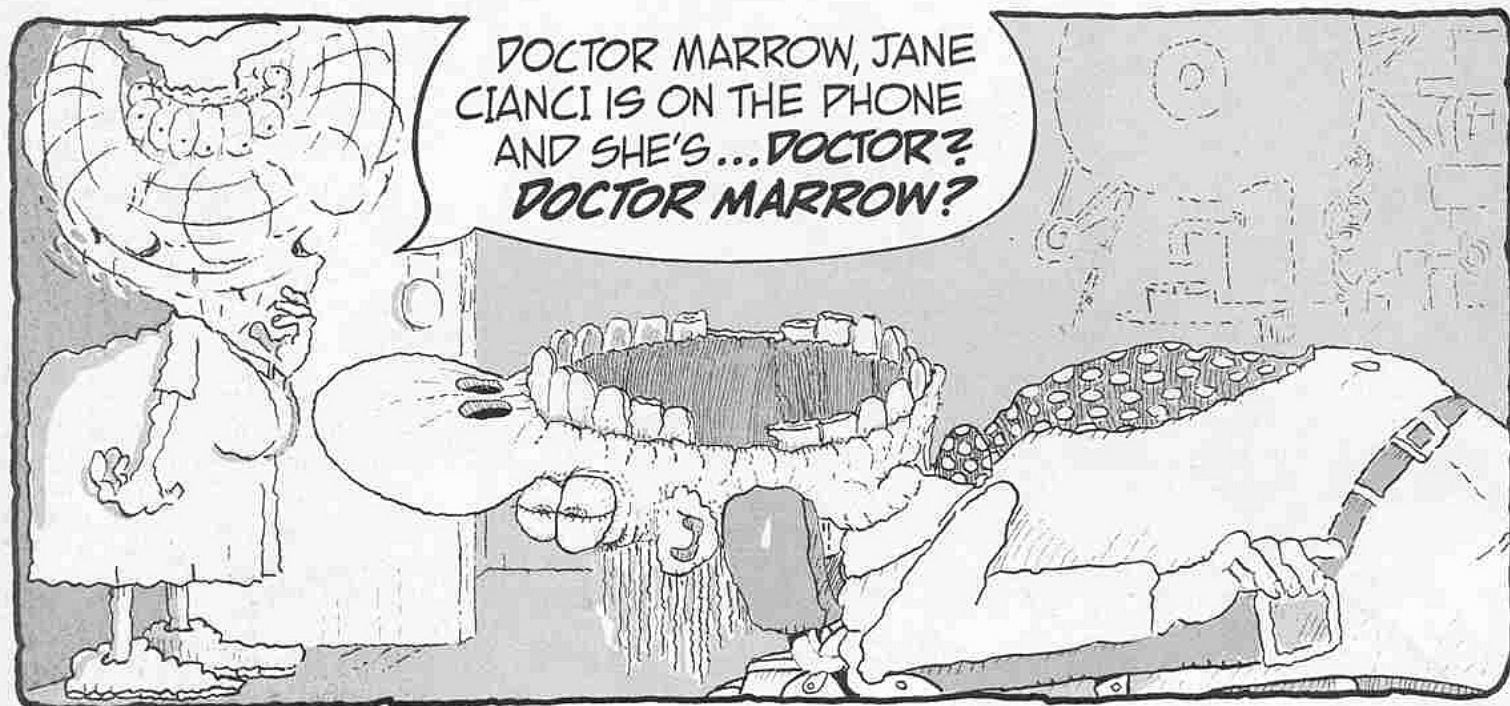
BAN JOHNSON

The Disqualified Canadian Athlete Doll



Ban will teach you all about big muscles and Olympic medals, the pluses of steroid use! Each doll comes with toy specimen jars for make-believe "testing," and an authentic miniature Olympic medal with velcro backing, so you can pretend to be the International Olympic Committee and rip the medal right off Ban's chest! Look for Ban's friends Hunky the Hungarian weightlifter and Olga, the Soviet Shotputter!

THE DREADED DENTAL DEBACLE



**WHAT KIND
OF PLAGUE
HAS TODAY'S
PARENTS FEELING
SHELL-SHOCKED?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Kids are into something lately that's descended like a plague on many parents. To find out what it is, fold in page as shown in diagram on the right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**NINE OUT OF TEN PARENTS AFFECTED BY THIS PLAGUE --
JUDGING FROM SOME OF THEIR COMMENTS--FEEL A
TURN FOR THE BETTER ISN'T IN SIGHT. IT WILL STARTLE
MANY OTHERS AS IT BECOMES A MAJOR STORY IN THE MEDIA!**

A ►

◀ B

A SCENE WE'D LIKE TO SEE

EXXON



ANOTHER
MAD
MINI-
POSTER